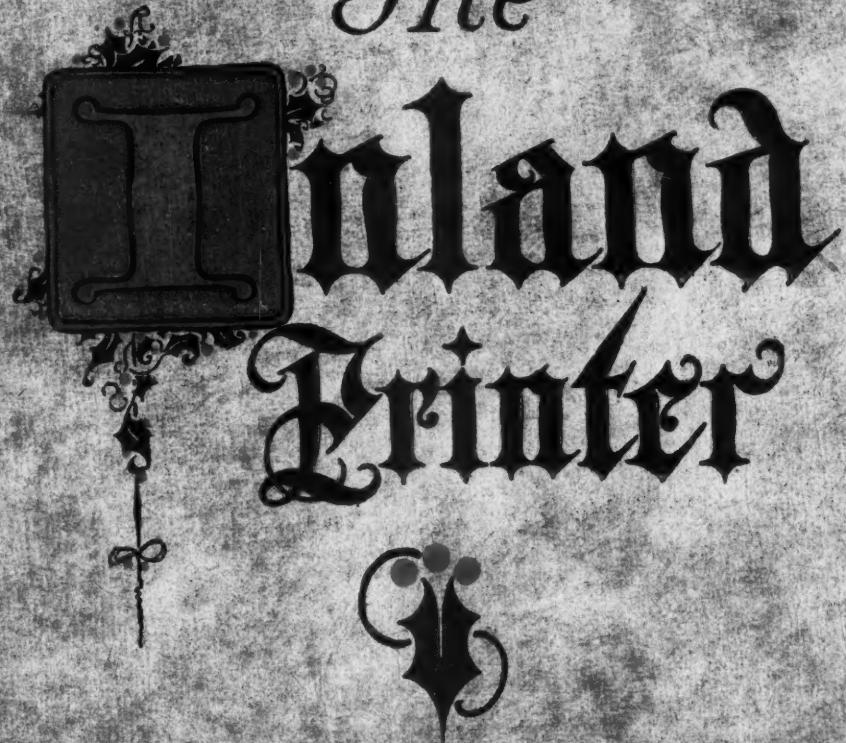


The  
England  
Printer



*Christmas*

1917

**Printing ink is a difficult article  
to sell**

**Yet good salesmanship can do it,  
For it is done every day.**

**But re-orders, and the establish-  
ment**

**Of permanent trade, are  
dependent**

**Upon the satisfaction**

**The customer derives from his  
purchases.**

**That is why**

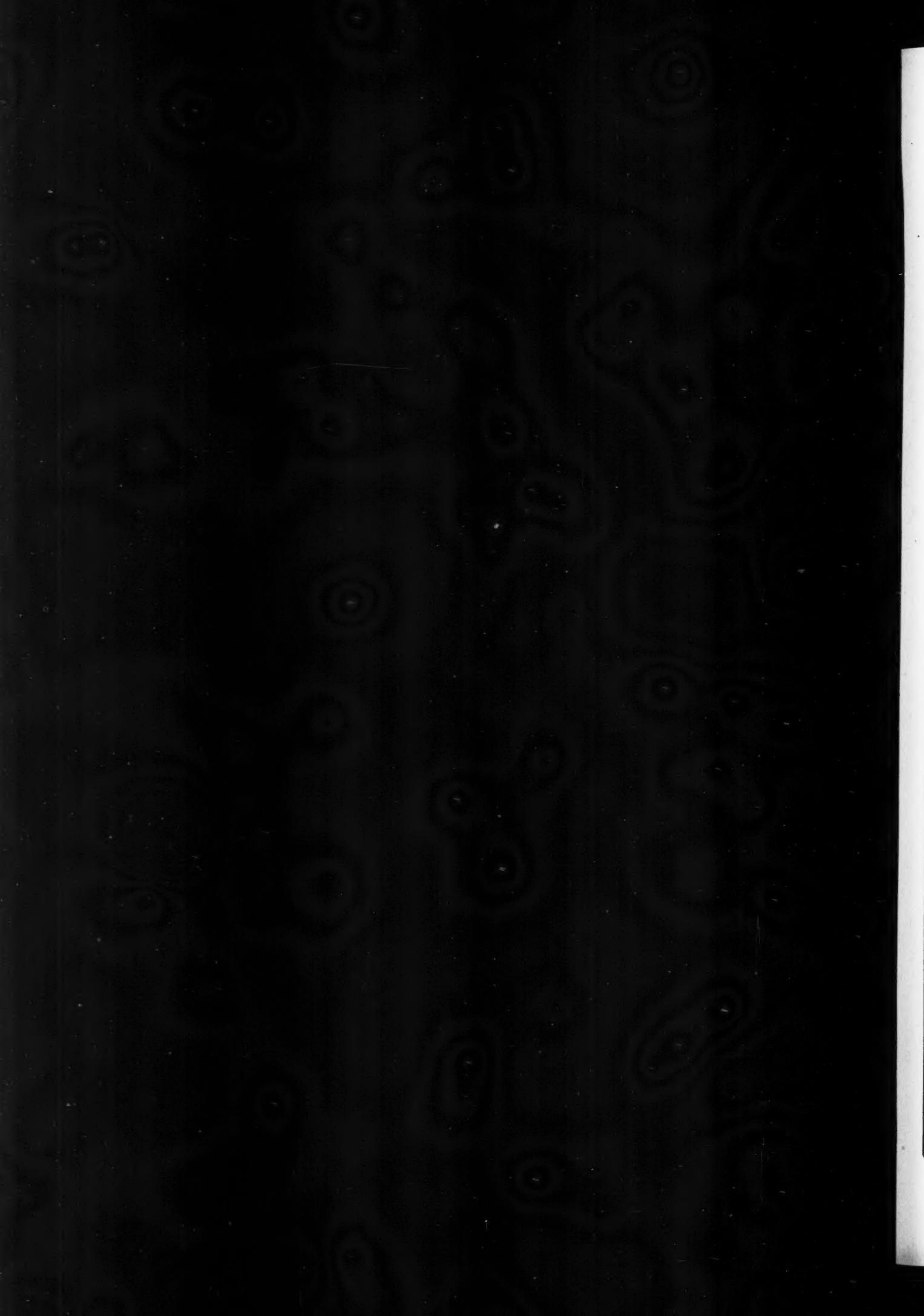
**More printers use Ullman's Inks  
Than any other brand.**



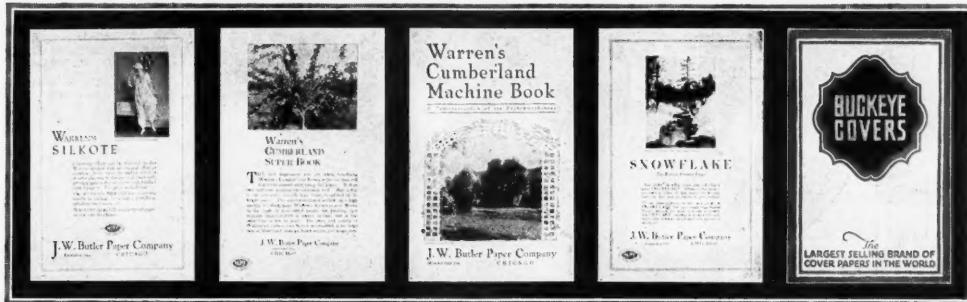
**Sigmund Ullman Co.**

**New York      Chicago      Cleveland**





# Typical Printed Specimens



*Paper of appropriate description is the greatest asset of successful printed advertising. The right quality is the best in the long or short run.*

**W**HAT would it mean to you if you could eliminate the fussing, doctoring and nursing of paper and inks when trying to get a printed job started and running smoothly? Lots of little but particular jobs cause more grief than the orders are worth. But isn't most of the trouble due to lack of uniform quality in the paper? The path that leads directly to the solution of such problems will bring you to "Butler Brands," including Warren's Standards—paper made after a plan of standardization that spells the highest efficiency in paper making. The fundamental reason for the plan was to enable you to get better results *always*—papers as nearly uniform as it is mechanically and humanly possible to make them *all the time*. Such papers interest you because their use is bound to prove more profitable to you and your customers. Warren's Silkote, Warren's Cumberland Super, Warren's Cumberland Machine Book, Snowflake, and Buckeye Covers are papers you should know now. For your convenience in determining their worth to you, we have prepared some typical specimens to demonstrate their printing beauty and utility. The Book Paper exhibits are in one color from simple, attractive groupings of type and plates of commercial illustrations, suggesting the possibilities for extremely effective printing economically produced. Write us if you would like a set of these specimens.

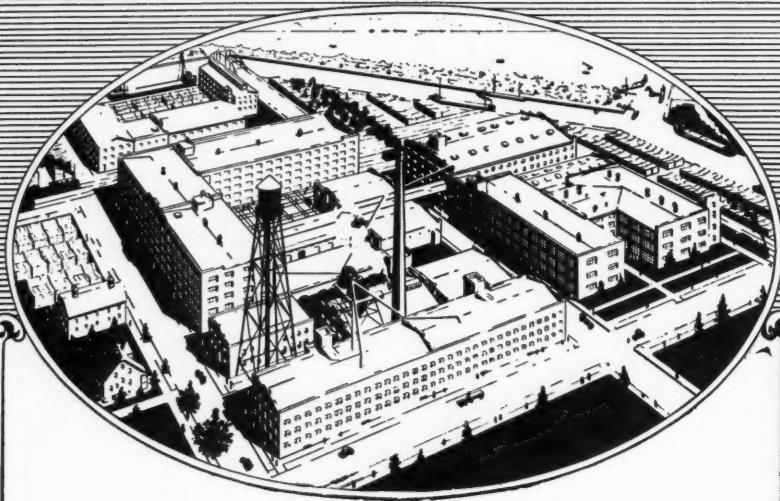
#### *Distributors of "Butler Brands"*

Standard Paper Co.	Milwaukee, Wis.	American Type Founders Co.	Spokane, Wash.
Missouri-Interstate Paper Co.	Kansas City, Mo.	National Paper & Type Co. (export only)	New York City
Mississippi Valley Paper Co.	St. Louis, Mo.	National Paper & Type Co.	Havana, Cuba
Southwestern Paper Co.	Dallas, Tex.	National Paper & Type Co.	Mexico City, Mexico
Southwestern Paper Co.	Houston, Tex.	National Paper & Type Co.	Monterey, Mexico
Pacific Coast Paper Co.	San Francisco, Cal.	National Paper & Type Co.	Guadalajara, Mex.
Sierra Paper Co.	Los Angeles, Cal.	National Paper & Type Co.	Buenos Aires, Argentine Republic
Central Michigan Paper Co.	Grand Rapids, Mich.	National Paper & Type Co.	Guaymas, Mexico
Mutual Paper Co.	Seattle, Wash.	National Paper & Type Co.	Lima, Peru
Commercial Paper and Card Co., New York City			

*Established 1844*

**J. W. Butler Paper Company**  
Chicago





# HAMILTON EQUIPMENT FOR PRINTERS

---

## WOOD AND STEEL

Economy of space.

Economy of motion.

Increase in output without increased overhead.

*More Profit in the Composing Room*

These are the vital points of Hamilton Equipment for you. Send for an efficiency engineer to show you how you can secure these benefits.

*Hamilton Equipments carried in stock and sold by all prominent typefounders and dealers everywhere.*

## THE HAMILTON MFG. CO.

Main Office and Factories:  
TWO RIVERS, WIS.

Eastern Office and Warehouse:  
RAHWAY, N. J.

# With the End of the Year Comes the Beginning of a New Year, with Greater Opportunities



NOW is the time to prepare for the coming year, with its expected shortage of skilled labor and increasing costs. In the past you have succeeded in obtaining a profit from your business despite the inefficiency of the old-style composing-room equipment and methods; can you do it next year?

Why not start the year right with the Monotype, reduce the cost of your composition, and secure the advantage of new type in every job, save the expense of distribution, increase the efficiency of your composing room (machine and hand), eliminate a large part of the make-ready in the pressroom, and make both the composing room and the press room more profitable?

Think what it means to get a big increase in production at the same cost, or in fact at a reduced cost, and with less fatigue and strain to the workmen.

Then ask us to show you how it can be done in your plant.

*The Monotype will do it.*

LANSTON MONOTYPE  
MACHINE COMPANY  
PHILADELPHIA

NEW YORK  
CHICAGO

BOSTON  
TORONTO

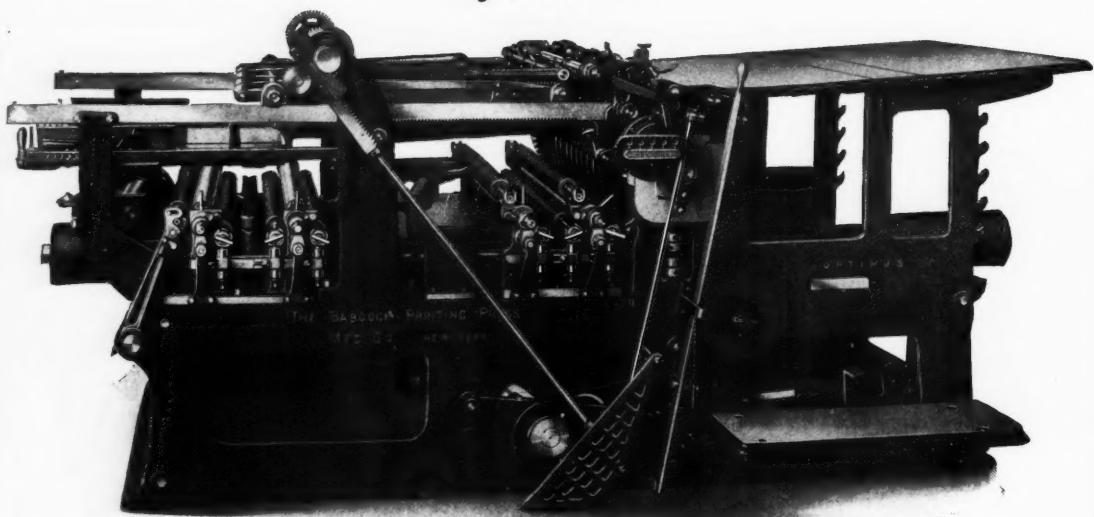
Monotype Company of California  
SAN FRANCISCO

162



# The Babcock Optimus

Style No. 43



# The Babcock Optimus

whether large or small—two, three or four roller—embodies every requisite for fine half-tone and color work and for rapid commercial printing.

No other flat beds are so universally equipped with time and labor saving devices.

# The Babcock Optimus

is built in ten sizes. Prints all sizes of paper, from a postal card to a sheet 42 x 62. Handles all qualities of paper, from cardboard to tissue, without change in adjustment.

Our No. 43 runs easily and quietly at 2,500 per hour. All Pony sizes are built with the same painstaking intelligence that characterizes our large machines. They have never been equalled in printing small forms, with big profits.

*See the Optimus at Work. Our Best Advertisements Are Not Printed—They Print.*

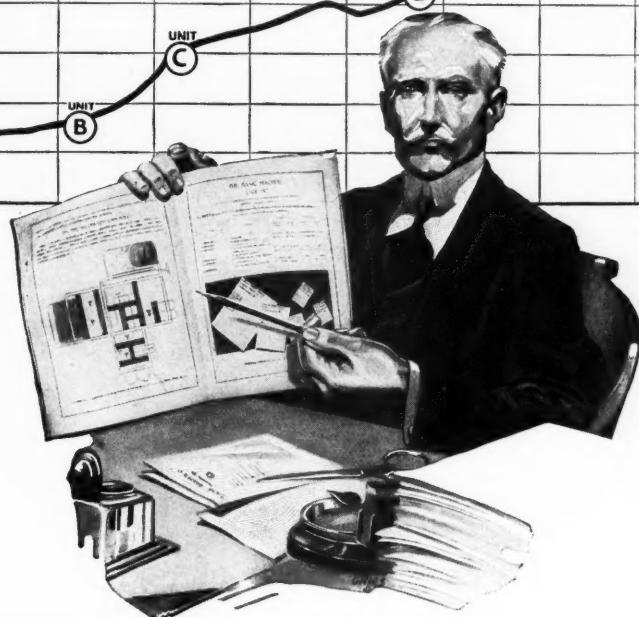
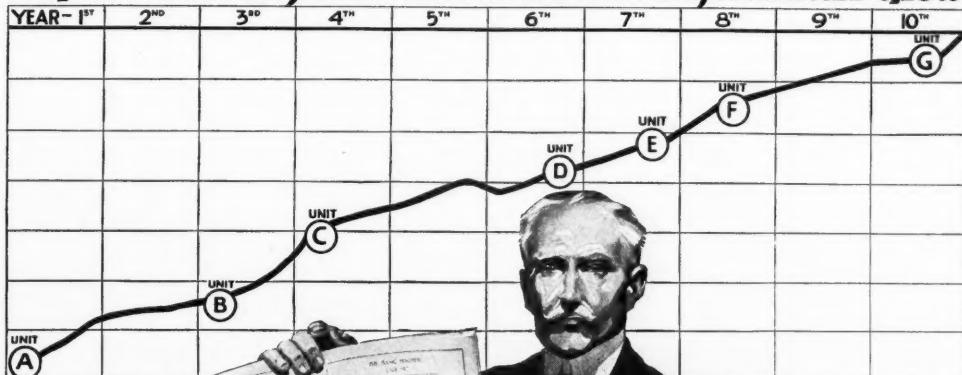
# The Babcock Printing Press Manufacturing Company

NEW LONDON, CONN

38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle  
Miller & Richard, General Agents for Canada—Toronto, Ontario; Winnipeg, Manitoba  
F. H. Boynton, Sales Agent, 86 Third Street, San Francisco, Cal.  
John Haddon & Co., Agents, London, E. C.

*"It Grew with my Business and made my Business Grow"*



## DEXTER FOLDER N°189



### Get This Instructive Booklet

YOU WOULD LISTEN if some one told you how to equip your plant so that its capacity could be increased as your needs require, without tying up your capital unnecessarily.

We can tell you how to accomplish this with your jobbing folders. And all it will cost is a three-cent stamp to ask for our new booklet describing the unit system of constructing our N° 189 type folder.

It shows in picture and text just how you can start with the basic unit and add any or all of *six additional* units whenever the nature of your business justifies.

It is an interesting booklet whether or not you may be in the market just now for a folding-machine. It contains information about folding which you will need if you are going to profit from the enormous demand for printing now sweeping the country.

Why deprive yourself of this helpful booklet? Please write for it on your business stationery.

### DEXTER FOLDER COMPANY

*Folding, Feeding, Binding, Cutting Machinery*

New York      Chicago      Philadelphia      Detroit      Boston  
Atlanta      Dallas      San Francisco      Toronto

# WARNING

## Oswego Double Shear

Covered by Patent 1,084,006, issued January 13, 1914  
(and other Oswego patents)

**ALL INFRINGEMENTS** of these patents will be prosecuted to full extent of the law, and this warning is issued to guard against any statements made that the Oswego Double Shear motion, or other exclusive Oswego features, can be supplied by others.

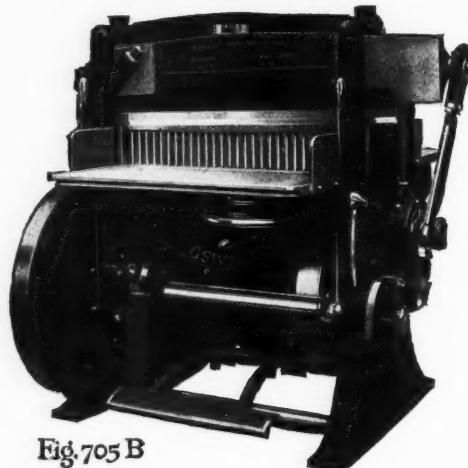


Fig. 705 B

The Oswego Double Shear cuts each sheet with the same motion as a pair of shears, or as the sliding motion of a razor when properly held. Consequently, the Oswego Auto Rapid-Production Cutting Machine cuts each sheet exactly the same size as every other one, and does it so easily compared to the single-shear cutting machines, that a considerable saving in the driving power is obtained, a desirable feature where electric power is paid for by meter measurement. The saving on the edge of the knife from eliminating the sudden successive blows a single-shear machine gives it, passing through sheets of hard stock, saves grinding it so often, and puts off longer the time for replacing the knife with a new one.

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## OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

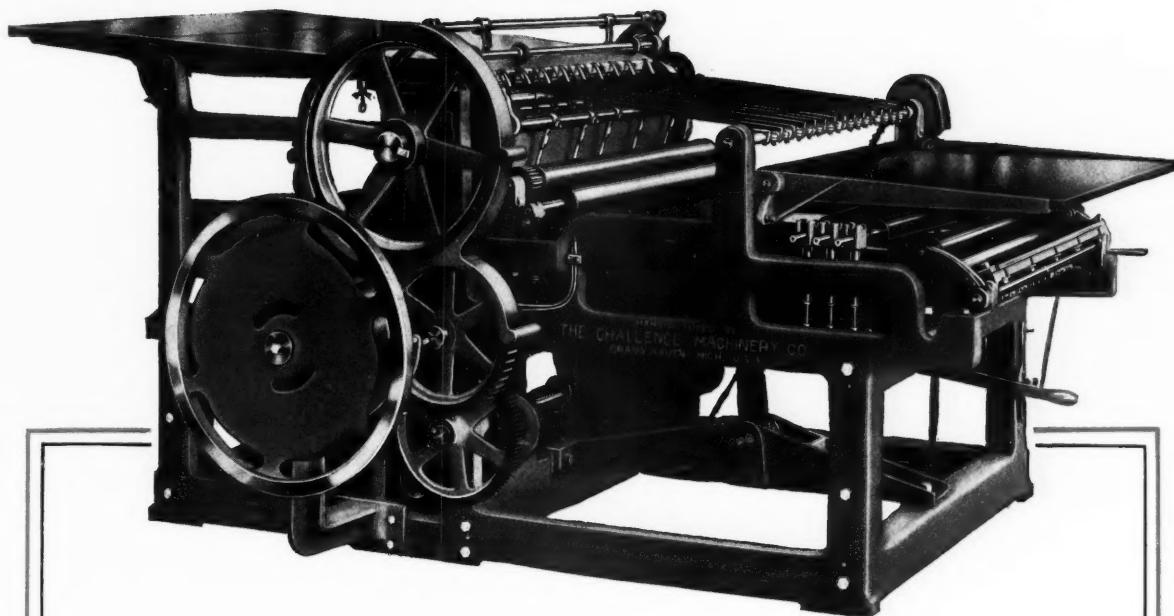
OSWEGO, NEW YORK, U. S. A.

New York Office: Room 2720, Grand Central Terminal

Cutting Machines Exclusively

Ninety Sizes and Styles. All generally in stock for instant shipment. The Oswego and the Brown & Carver, 16-inch to 108-inch. For Paper, Board, Cloth, Foil, Leather, Celluloid, Rubber, Cork, Etc.

*Sent on request:* The remarkable list of SOME USERS, embracing the entire globe.



## Sensational Achievement in Press Construction— a Seven-Column Folio Two-Revolution for \$975.00



THIS machine is designed to fill the long-felt want of the small city and country publisher for a *low-priced press* that will print two pages of a six or seven column newspaper and also handle the general run of job-printing.

If YOU are one of this class, who have hesitated to install better press facilities for the reason that the increased expense would not justify the expenditure, there is now no need for you to hesitate longer. The press you have been looking for has arrived—the new LEE JOB AND NEWS PRESS.

The LEE PRESS possesses a strong, rigid impression, two form-rollers, rack and screw and table distribution, clean side to the fly front delivery, and operates smoothly and quietly, with perfect register, at a speed of 1800 impressions per hour. It has passed the experimental stage. The perfected machine has been subjected to the most severe tests of heavy forms and continuous running—equal to five years' hard usage in the average shop. Every part has been standardized, or, in other words, made interchangeable.

In its design and construction the LEE PRESS represents the ripe experience of a third of a century applied to the manufacturing and perfecting of printing machinery. In its low first cost and assured low cost of operation and maintenance, it represents the very strictest economy. In its marvelous efficiency and its remarkable earning power, it represents the best possible investment you can make.

In short, it is a press that you can *afford to buy*, a press that you can *operate successfully*, and a press that will enable you to handle with profit and satisfaction those jobs which are now being taken away from you by printers having better press facilities.

You want to know more about the LEE PRESS whether you are ready to buy now or not. Remember the first orders in get the first deliveries. Write today for the whole story.

*The Lee Press is sold and guaranteed by typefounders and dealers in all principal cities.*



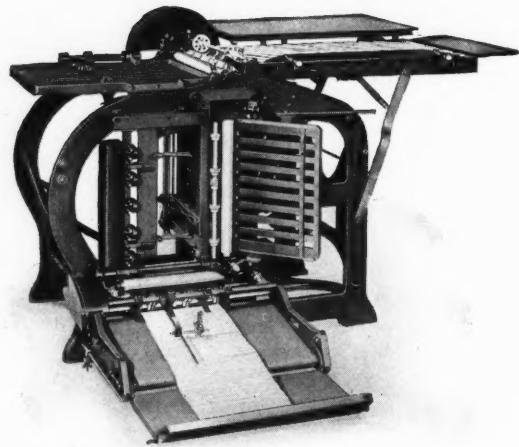
**THE CHALLENGE MACHINERY CO.**

Chicago, 124 S. 5th Ave.

GRAND HAVEN, MICH.

New York, 38 Park Row

COMPARE  
the merit points  
of any other  
Folding Machine  
with the



**CLEVELAND**

and you will find  
the answer to the  
problem of correct  
folding costs. With  
its versatility,  
speed, accuracy  
and economy, the  
"Cleveland" is *ideal*  
for most binderies.

The following points of superiority put the "CLEVELAND" Folding Machine in a class by itself for all 'round service:

- has the widest range in sizes of sheets accommodated.
- makes 159 different folds.
- accurate register, always.
- economical operation.
- speed, with minimum spoilage.
- rapidity in changing forms.
- simplicity in construction.
- no tapes, knives or cams.
- backed by a *real* guarantee.

*May we send you the Book of "Cleveland" Folders, illustrating and describing the machine in detail? It will interest you.*

**THE CLEVELAND FOLDING MACHINE CO.**

GENERAL OFFICES AND FACTORY: CLEVELAND

Printing Crafts Building, New York      The Bourse, Philadelphia      532 S. Clark St., Chicago



*The Printer's Salesman should have something definite to show his customer. Our new Velumet Suggestion Folders have been designed expressly for this purpose.*

## *How we are Helping the Printer's Salesman*

EVERY PRINTER'S SALESMAN knows the disadvantage of showing printed samples which bear no relation to the business of the prospective customer. The advertiser who is selecting a cover stock for a jewelry booklet or catalog is not greatly impressed by the results obtained upon this stock by a maker of farm implements. He wants to know how this particular cover stock is going to fit into his own requirements and if the salesman can show samples appropriate to the business, his chances for getting the order are greatly increased.

To offset this disadvantage and to better co-operate with the printer's salesman in selling

### *Velumet—The Cover of Distinction*

we have prepared a portfolio of Velumet Suggestion Folders, conveniently arranged for quick reference and of a size that will fit comfortably into the average sample case.

Each portfolio contains six folders, each of which has been designed to meet a variety of business needs. Every Printer's Sales Department should have a set of these new Velumet Suggestion Folders.

Velumet Cover Stock is sold by Oak Leaf Brand distributors in principal cities and is manufactured under the same strict requirements as the well-known Oak Leaf Brand Cardboards.

**A. M. Collins Mfg. Company**

NEW YORK

PHILADELPHIA

CHICAGO

*"The Standard of*



*Quality Since 1857*

*We shall be glad to send one of these portfolios, containing six Velumet Suggestion Folders, to printing executives writing us upon their business letterhead. As the edition is limited, write for your portfolio today.*

# Two Splendid Investments

TO OWN a Liberty Bond is evidence of good citizenship and good business judgment. The better your business judgment the more Liberty Bonds you will own. To place your surplus on a Liberty Bond Basis put your business stationery on the basis of

## WORTHMORE BOND

It is standard value—safe, conservative, dignified. Among financial and commercial leaders it passes at its face value—a criterion of stability and worth. In substance, body, texture, color, formation and *feel* it commands respect and inspires confidence. Even its *crackle* has a business-like sound.

*If you would increase your holdings of Liberty Bonds begin the new year with Worthmore Bond.*

### THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO

Birmingham

Detroit

Atlanta

BAY STATE DIVISION—Boston

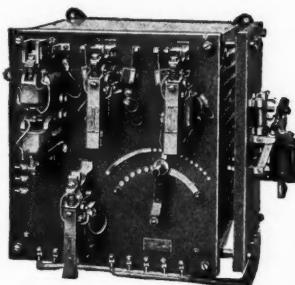
SMITH, DIXON DIVISION—Baltimore

New York Office—Astor Trust Bldg.

Chicago Office—Continental & Commercial Bank Bldg.



# SPRAGUE ELECTRIC MOTOR EQUIPMENTS FOR PRINTING MACHINERY



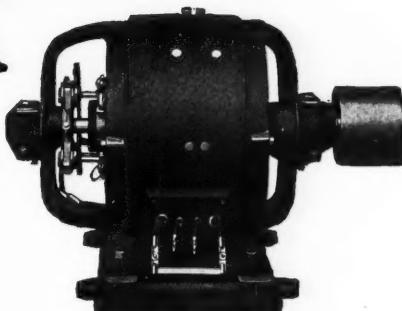
Predetermined Speed Controller  
for Small Rotary  
Presses.

*We Solve Your  
Problems*

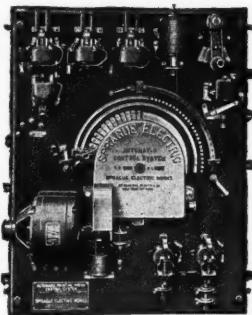


"Universal" Job Press driven by  
1 h. p., 1,200 r. p. m., Single  
Phase Motor, mounted on ped-  
estal. Foot control.

Press is started and stopped by  
means of switch, enclosed in  
box, and interlocked with brake  
lever. Releasing the brake starts  
the motor; applying the brake  
stops the motor.



Type LC Motor, 5 h.p., 800-1600 r. p. m.  
Compound wound, with Pulley and  
Belt-tightening Base.



Full Automatic Controller for  
Large Rotary Magazine  
Presses.



The New Single Phase Motor for  
Job Press Drive.  
Improved mechanical construction.  
Uninterrupted service.  
Better electrical characteristics.

**SAFETY FIRST  
AND BOTH HANDS FREE**

*We are Specialists in the application of Motor Drive in the Print Shop.*

Send for our latest Bulletins No. N-4.

## SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street, New York, N. Y.  
Branch Offices in Principal Cities.

Member THE SOCIETY FOR ELECTRICAL DEVELOPMENT, Inc.  
"DO IT ELECTRICALLY"

# Have You "Struck" the New "Note" in Printing?

*It's* **Quality**

## INCREASED POSTAL RATES,

cost of paper, and other costs all along the line, have forced a readjustment of printed advertising conditions.

No longer will the prospect be smothered with broadsides, fat booklets, and mailing-cards, conspicuous merely by their size and boldness of type.

Mailing-lists will be pruned to the last notch; waste is taboo.

**Yet results from advertising must be the same as hitherto or better.**

Printing, as a sales aid, must be more efficient. Quality will pull and win against quantity every time.

We point the way to GREATER PROFITS.

*The new note in printing has been struck; its pitch is high; but*

## LAUREATE and COLT'S ARMORY

*Presses will carry it through  
without a quaver*

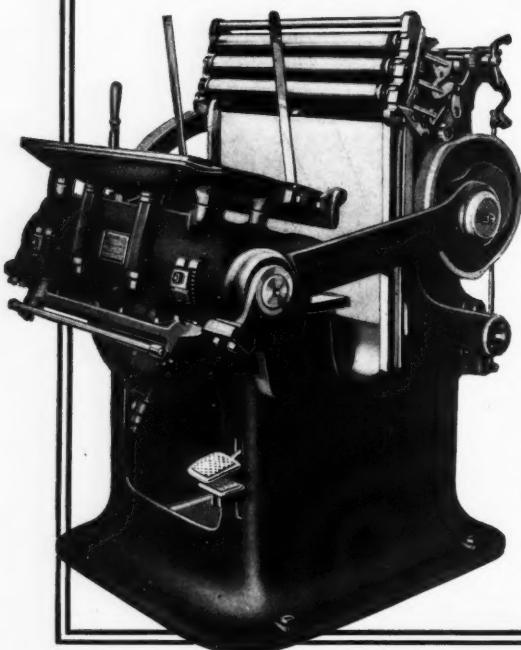
Direct-by-mail advertising is your customer's shortest cut to increased business. Today, quality is the puller. Ninety per cent of all direct-by-mail advertising literature consists of small forms which can be locked in a 14 x 22 inch chase.

Convert your losses into profits, your small profits into larger ones, by putting these jobs where they belong,—on "Colt's Armory" or "Laureate" presses. When you install a "Colt's" or "Laureate," you will understand why so many printers consider them a necessary adjunct to the cylinder room, and have standardized on their use in the job room.

**John Thomson Press Co.**

253 BROADWAY, NEW YORK

BOSTON      CHICAGO      PHILADELPHIA      CINCINNATI  
SAN FRANCISCO      LONDON



Printers Equipped with Linecasting Machines

# Do you know this?

*Good fortune smiles upon you*

THE marked advantages of linecasting machines in straight and display composition—newspaper and job work—are manifest. The drawback has been your inability to do ruled and tabular forms and tariff work satisfactorily and profitably on those machines. This difficulty has been overcome and you can now do that class of work faster and more profitably on Linotypes and Intertypes than in any other way, providing, of course, you are equipped with

## **MATRIX RULED FORM and TABULAR DEVICES**

**A NEW INVENTION, already tried and  
found satisfactory by many Master Printers**

*These devices make your Linotype or Intertype a 100% Machine—a machine capable of handling every variety of work which comes into the printing plant, that is, as far as composition is concerned.*

Let us send you photographic copies of letters received from numerous satisfied users, citing specific instances of superior production—of money saved. With these letters we will also send you complete descriptive literature, prices, etc.

### ***The Cost is Small—Do Not Hesitate—Inquire***

**Purchasers and users of this new system will be protected  
against any suits for infringement that may be instituted.**

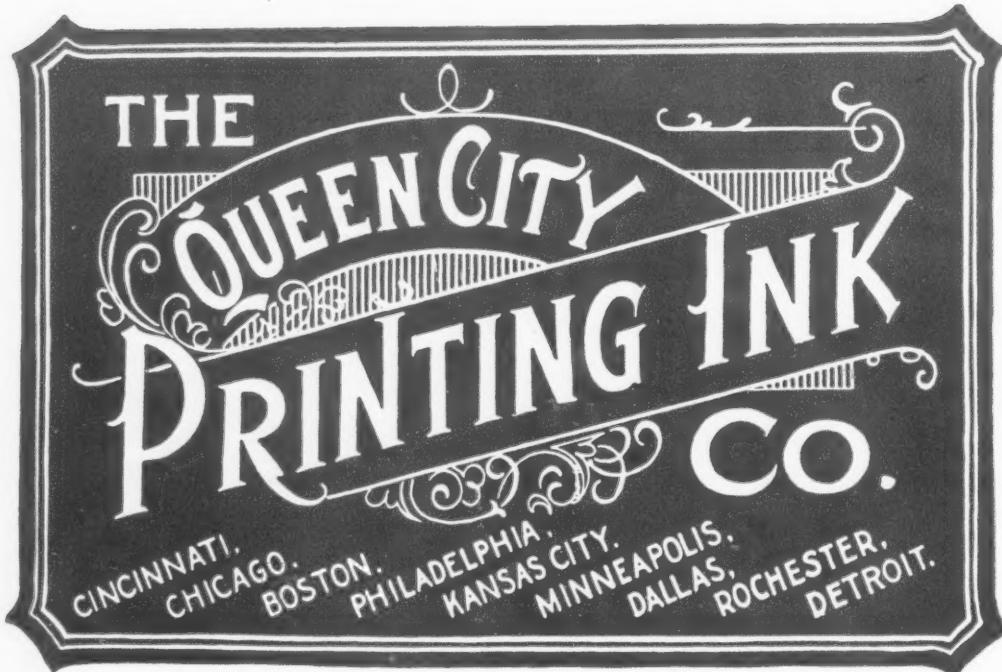
**MATRIX RULED FORM & TABULAR CO.**

TOURAINÉ BUILDING, FT. WORTH, TEXAS

# → SPEEDLIMIT ← BLACK-INK (MEANS ALL THE NAME IMPLIES)

PRINTING  
TURNING  
PERMITS of PRINTING without SLIP-SHEETING...ALL the SAME...DAY.  
AND  
BINDING

→→ SAVES its COST in TIME ←←



SHADES and GRADES as DESIRED

QUEEN CITY SERVICE is PROMPT and Businesslike

ESTABLISHED 1860

# A New Sales Record

*for the*

# INTERTYPE

—orders entered at the Intertype Factory during

## OCTOBER

*for*

# 87 MACHINES

This splendid record, for which we thank the trade, is due to the fact that Intertypes are built so well and run so well that each machine sold helps to sell another.

## Intertype Corporation

Builders of "The Better Machine"

*Executive Offices and Eastern Sales Department*

50 COURT STREET, BROOKLYN, N. Y.

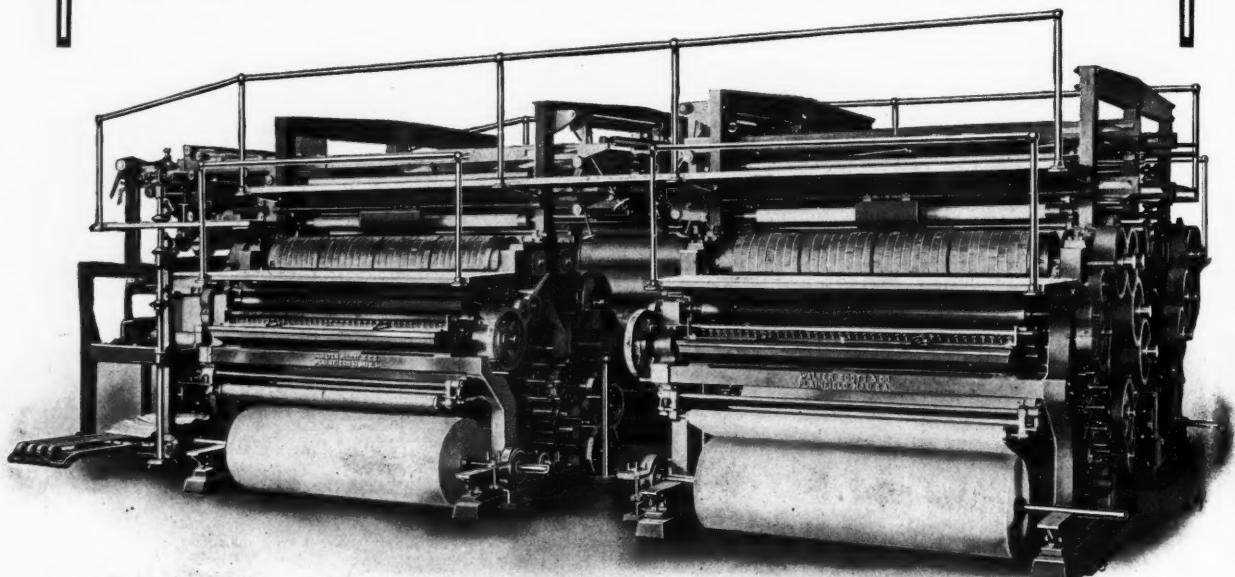
CHICAGO  
Old Colony Building

NEW ORLEANS  
539 Carondelet Street

SAN FRANCISCO  
86 Third Street

# The Scott Multi-Unit Newspaper Press

THE PRESS THAT LASTS A LIFETIME



## No Other Newspaper Press Compares

with the Scott Multi-Unit Newspaper Press, as it is the only machine that will last a lifetime and has justly been called "The greatest newspaper press ever built," and for flexibility, speed, accessibility, convenience of operation, economy of floor space and quality of construction, this press has no equal. It stands in a class by itself.

## One of the Many Advantages

of this machine is that additional units can be added at any time without stopping press for a day or missing an edition. The Scott Multi-Unit system can be started with a single unit and one folder, and can be expanded to any desired extent. No matter what your requirements are now, or ever will be, the Scott Multi-Unit will fit them, without trading presses.

## The Detroit News, Detroit, Michigan

before ordering presses for their new building, installed one of our Octuple Four-Unit Presses. After thoroughly testing it out they placed their order with us for twenty-four units. This plant has now been installed and is running every day. It is the finest laid out pressroom in the world and worthy of careful inspection by any publisher who contemplates increasing his plant.

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TELL US YOUR REQUIREMENTS. WE HAVE THE PRESS

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## WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

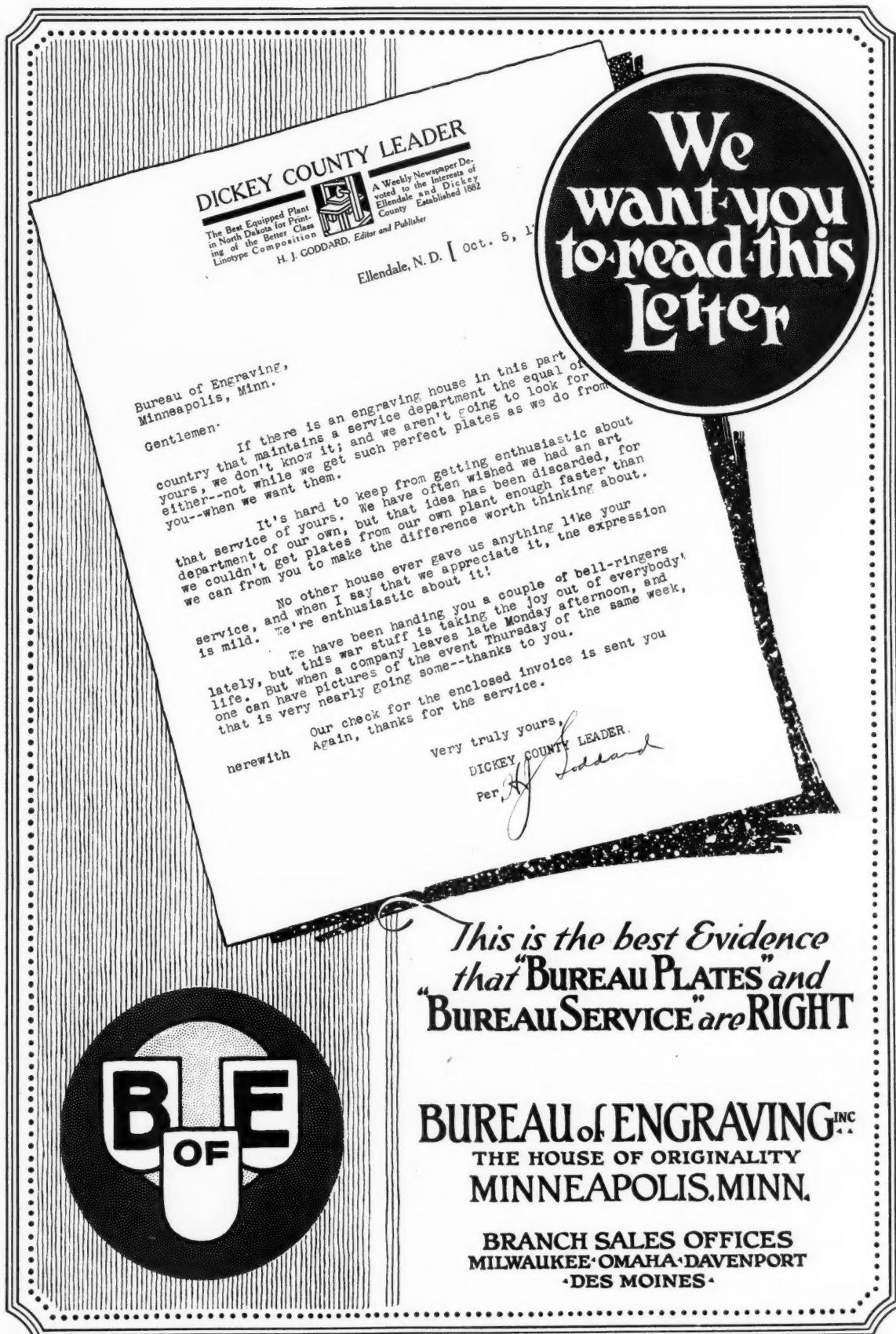
NEW YORK OFFICE: 1457 Broadway

CHICAGO OFFICE: Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: Waltscott, New York

CODES USED: ABC (5th Edition) and Our Own



3-2

*Please Mention THE INLAND PRINTER When Writing to Advertisers.*

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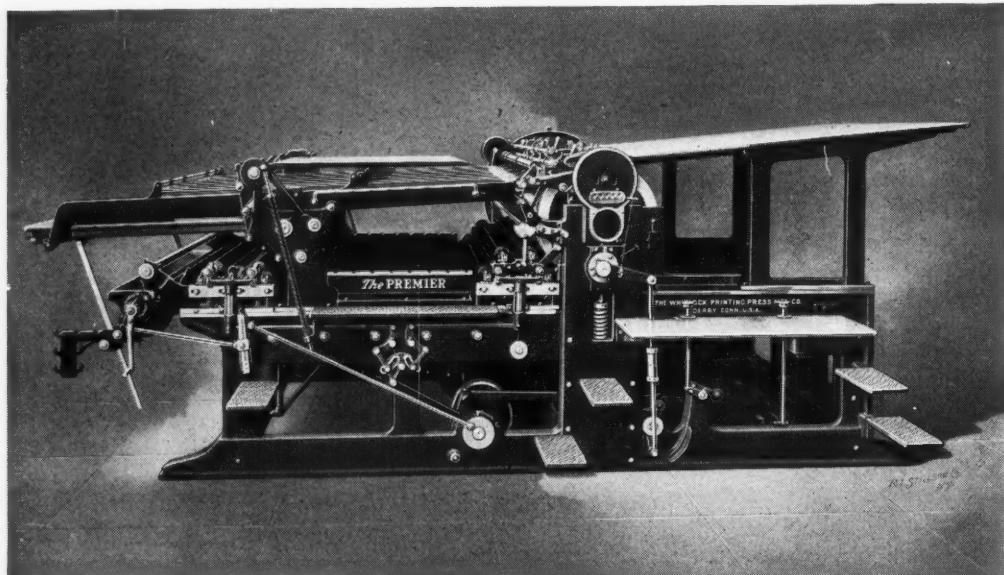
## The relative position of *The PREMIER* compared with other two-revolution presses in the market stands thus:

*The PREMIER* will run faster. It will produce more sheets gross and more sheets net per hour. The various producing mechanical devices are on *The PREMIER* super-efficient and of utmost flexibility—permitting use in one way and then, with quick change, to another, in the quickest possible time. Pressmen's time is saved to the uttermost.

Fine work can be done on any make of press. *But only The PREMIER can do the very finest work*, where the most even and undeviating impression, and the most thorough and ample distribution, are required. Thus with greater speed, surer impression and better distribution, *more and better work*, and hence *greater profits, will result in the use of The PREMIER*.

If your pressman, Mr. Printer, is not acquainted with *The PREMIER* he is short in the equipment every high-grade pressman should possess. In a few days' operation or study (a week would be too long), he will know about *The PREMIER* as much as he knows about the press he now *runs*.

Some of the largest and best offices throughout the country have installed *PREMIERS* and continue to buy them. Their names will be furnished on request. Their endorsement amply makes good our oft repeated statement that



## *The PREMIER* is the Best of All the Two-Revolution Presses

*Let us tell you about it!*

**THE WHITLOCK PRINTING PRESS MFG. CO.**

OF DERBY, CONN.

NEW YORK: 1102 Aeolian Building, 33 West 42d St. CHICAGO: 700 Fisher Building, 343 South Dearborn St.  
BOSTON: 510 Weld Building, 176 Federal St. PITTSBURGH: 1337 Oliver Bldg., Smithfield and Oliver Sts.

### AGENCIES

Denver, Los Angeles, San Francisco, Spokane, Portland—AMERICAN TYPE FOUNDERS CO. Atlanta, Ga.—MESSRS. J. H. SCHROETER & BRO., 133 Central Ave. Toronto, Ont.—MESSRS. MANTON BROS., 105 Elizabeth St., Canada West. Montreal, P. Q.—GEO. M. STEWART, Esq., 92 McGill St., Canada East. Halifax, N. S.—PRINTERS' SUPPLIES, Ltd., 27 Bedford Row, Maritime Provinces. Melbourne and Sydney, Australia—ALEX. COWAN & SONS, Ltd., Australasia.



# SYSTEMS BOND

**S**YSTEMS BOND means brains in paper making. Looking at it from the standpoint of the printer and lithographer, it means more than the selection of "any old paper" for your commercial work; more than making any kind of paper do; more than the mere turning out of a job for your customer.

The Selection of SYSTEMS BOND means a combination of all the essentials that go to make up a paper that will be satisfying alike to yourself and your customer.

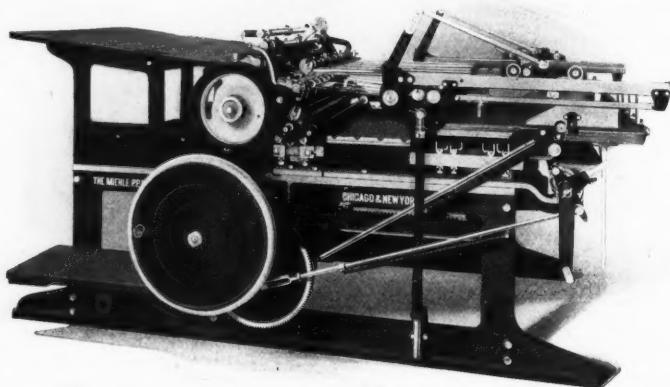
*It is a moderate priced paper. Sample sheets sent upon request.*

**Eastern Manufacturing Co.**

*Sales Office: 501 Fifth Avenue, New York*

**MILLS:** { Bangor, Maine  
Lincoln, Maine

# The Miehle PONY



A press of such general utility; a jobber for job press work, a cylinder for cylinder press work, that it completely justifies its title.

"AN ALL 'ROUND PRESS"

## *The Whole is Greater Than a Part*

WHEN a machine is right in every respect, your attention is not likely to be attracted by any of its individual parts.

Any separate detail is of comparatively little importance unless it is wrong. And a part is good only as it works harmoniously with every other part to make a perfect unit.

In the Miehle, it is not some one or other item of excellence in design or some special superiority of workmanship or material that makes the press the most perfect machine of its kind.

It is the perfect harmony of the whole, the perfect balance, that is responsible for its unequalled efficiency, its extraordinary convenience and its apparently unlimited life.

### MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: FOURTEENTH AND ROBEY STREETS, CHICAGO

*Sales Offices in the United States:*

CHICAGO, ILL.	1218 Monadnock Block	DALLAS, TEX.	411 Juanita Building
NEW YORK, N. Y.	2840 Woolworth Building	BOSTON, MASS.	176 Federal Street
PHILADELPHIA, PA.	Commonwealth Trust Building	SAN FRANCISCO, CAL.	401 Williams Building

ATLANTA, GA., Dodson Printers Supply Co.

DISTRIBUTORS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

# MEISEL

*Synonym for*  
**EFFICIENCY**  
*in Presses*

## MEISEL PRESSES

are efficient because fast. They are efficient because built to do certain classes of work only. They are efficient because they not only print but punch, perforate, stitch, pack—or almost anything you want them to do—at the one operation. *They give you the complete product.*

Problems of national defense are taking men from presses to army camps. The printer must defend himself against labor shortage and the rapidly increasing cost of production.

### The Printer's Most Reliable Defense is in Specialization

Specialty printing on Meisel Presses conserves the human element, lessens the number of operations, lowers pay-roll expense, and, by placing you in a restricted field, enables you to obtain the profit due you.

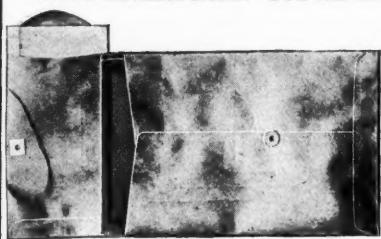
*There's a field for you in specialty printing. We will point the way if you will write us what specialty line you want to enter.*

**MEISEL PRESS MFG. CO.**

946 Dorchester Ave.  
BOSTON, MASS.

## Mail Catalogues Fourth Class as Usual— Sealed Letters ATTACHED at First Class Rate!

Avoid confusion, loss, delay and inconvenience ensuing when items "sent under separate cover" are lost in transit, misplaced in addressee's office, or which, through carelessness in mailing department, fail to follow advance letter. You can do all this with



Patented June 1, 1915.

Made of heavy manila stock, it will withstand the roughest handling, insuring the advertiser that both letter and catalogue will reach destination in good condition.

Send for our catalogue samples. Show them to your trade. You'll get an order and thanks in the bargain for your superior interest in the welfare of your customers. Prices will accompany samples.

Don't let "the other fellow" beat you to this. Prestige is yours if you show it FIRST.

### **LETTER-PACK-IT DUPLEX (Catalogue and Letter) ENVELOPE** A NEW INVENTION

**A New Opportunity for Printers.**

**A Boon to Advertisers**

The Letter-Pack-It Duplex Envelope is really two envelopes in one or, more specifically, a two-compartment envelope. The letter is placed in the smaller compartment (see illustration alongside) and first class postage attached. The catalogue or booklet is inserted in the larger compartment bearing postage at fourth class rate. As letter and catalogue reach destination together, the effectiveness of the letter is enhanced, because the lapse of time between receipt of letter and catalogue is done away with. If specific attention is directed to the catalogue in the letter it can be made effective and will not be lost. If the recipient is compelled to wait for the catalogue the force of the letter is minimized.

### **LETTER-PACK-IT SYSTEM** DETROIT, MICHIGAN, U.S.A.

## Quick Wash Up



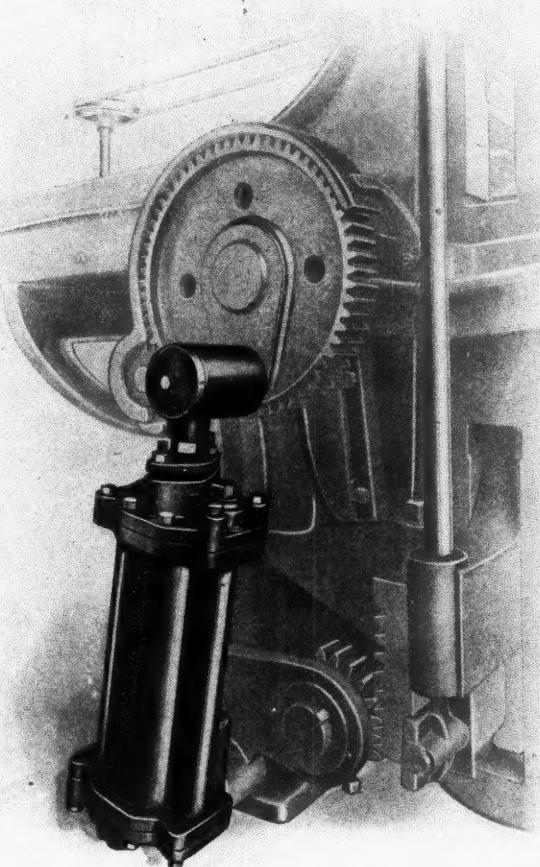
Every part of the inking device is instantly accessible. It takes but a few minutes to wash up a CHANDLER & PRICE press.

**Chandler & Price**  
**Presses**

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

**The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage**

Don't Scrap That Cutting Machine, *Before*  
*Investigating*  
*the*  
**BERRY**  
Hydraulic  
Clamp!



**Paper Cutter Troubles Are Clamp Troubles, 90% of the Time**

So the friction clamp, unscientific in principle and highly uncertain in operation, now gives way to the Berry Hydraulic Clamp, the final-type, positive clamp.

For the "maybe" pressure of the friction principle clamp, this perfect clamp substitutes an irresistibly maintained pressure, a continuous uniformity of operation, and an absolute certainty.

Requiring no power on the return stroke, it saves half the power. It is easily adjusted, and then never varies.

The cutting knife simply can't pull the paper under this clamp.

Note that the Berry Hydraulic Clamp is a self-contained unit; no external connections; hence easily attached to cutter. Made for all makes of cutting machines.

Let us demonstrate the efficiency of this continuous-pressure clamp on your present poorest machine. Then compare the work. May we tell you who now use the Berry, and what they say?

**Write for  
Information**

**BERRY MACHINE COMPANY**  
313 NORTH THIRD STREET, ST. LOUIS, MO.

# ASSURANCE

## *The Seybold Machine Company Protects Its Customers*

None of the Seybold Machines sold in the past, nor those now being offered for sale, infringe on patents held by other manufacturers of Cutting Machines.

The ACTION of a machine can not be patented. The mechanism controlling the action of the machine is the only thing on which exclusive right to manufacture can be obtained.

The Double Shear Knife action used on Seybold Dayton Automatic Cutting Machines is covered by many expired and previously issued patents in the Prior Art. A few of the claims in some of these patents are quoted here:

Patent No. 49018—Dated July 25, 1865—a claim reads:  
"Giving an oscillating motion to the knife during the process of cutting by bringing its ends down one at a time alternately, whether the same is combined with the sliding motion as given by the link or not, or whether the motion is given by **cams or any other equivalent means**, substantially as herein described, so that the knife descends, one end at a time, in the direction of its cutting edge, for the purpose set forth...."

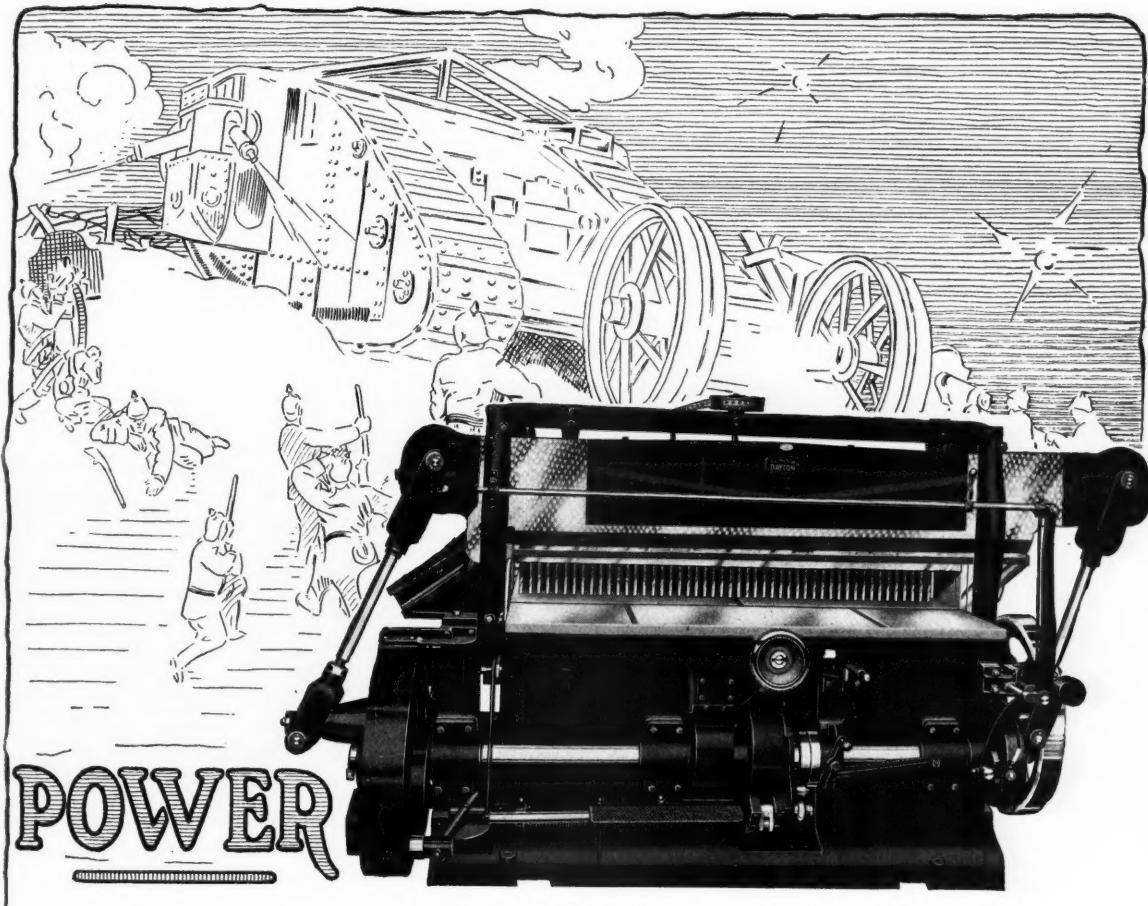
Patent No. 96791—Allowed Nov. 16, 1869—a claim reads:  
"The movable knife, when adjusted and operated by levers or **cranks of different lengths** or their equivalent, from main shaft so as to produce a shear cut...."

Patent No. 764585—Allowed July 12, 1904—a claim reads:  
"I prefer that the **crank pins** be so set that **one shall be slightly in advance of the other and so the Knife Bar shall vary as to their inclination from end to end**, thereby causing the cutting edge of the Knife to have **an additional shearing action** to that caused by its lateral movement...."

Our customers, or those who contemplate purchasing Seybold Equipment, should not be influenced by any statement that Seybold Cutting Machines infringe the valid patents held by any competitor. Representations along this line should be promptly reported to us.

*The Seybold Machine Company is an old, thoroughly reliable and responsible concern that will protect all purchasers of Seybold Machines, in every particular.*

**The Seybold Machine Company**  
DAYTON, OHIO



*J*N the battles of this world—martial or industrial—power is a big factor in the victory.

The printing firm that fights its cutting battles with a Seybold Dayton Automatic Cutting Machine as an ally, finds that the excess power in both cutting and clamping pressure enables the Dayton to come out victorious in the continuous battles to lower costs and improve the quality of work.

Power is but one of the features that maintains Dayton's in their dominating position in the field. May we tell you some of the others?

Our new booklet, "A Trip Through The Plant of The Seybold Machine Company" will be interesting reading to everyone in the industry. May we send you your copy?

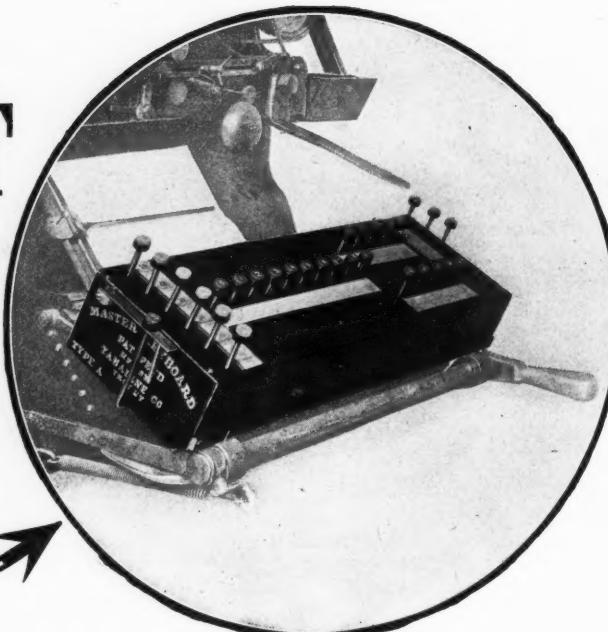
## THE SEYBOLD MACHINE COMPANY

*Main Office and Factory—Dayton, Ohio, U. S. A.*

### BRANCHES AND AGENCIES

CHICAGO.....	THE SEYBOLD MACHINE CO., C. N. Stevens, Mgr.	112-114 W. Harrison St.
NEW YORK.....	E. P. LAWSON CO., Inc.	151-153-155 W. 26th St.
SAN FRANCISCO.....	Shattuck-Ny Machinery and Supply Co.	312 Clay St.
ATLANTA.....	J. H. Schroeter & Bro.	The J. L. Morrison Co.
DALLAS.....	Barnhart Bros. & Spindler	Toronto Type Foundry Co., Ltd.
LONDON.....	Smyth-Horne, Ltd.	

# ZENT Tabular System



For  
Linotype  
or  
Intertype

## To the man who pays the production cost

Do you realize that the average operator is satisfied with any method for the production of tabular work as long as you pay the bills?

It is your lookout to provide him with a time-saving device that will reduce the cost of tabular production to a point where there will be a certainty of your making a profit on every table you have set.

If you order a Zent Tabular System outfit on ten days' trial you can prove to your own satisfaction that this matter is of more interest to you than any one else in your plant, as you will find that it will save one-half on the cost of tabular composition when you have to reach down in your pocket and pay for the production of the work.

Hand methods are slow and foundry type and brass rule prices are soaring upward. Single-type machine method is a little faster, but the cost of handling after composition is great and brass rule or two-point machine cast rule are rather costly, to say the least.

This system offers all the advantages of the slug method with its non-distribution and quick handling after composition features, no outlay for brass rule or rule-casting machines; it is easily and quickly applied to any slug machine now on the market and can be operated by any operator who can send through a line and maintain the casting of fairly good slugs.

The headings on the adjoining TABALINED table set forth some of its many time-saving features and we will be pleased to furnish further information upon request.

SIMPLY SINGLE MATRICES		NO JUG NO WIRE RULES		EASY TO OPERATE		DOUBLE CHARACTERS		PERFECT ALIGNMENT		MOST RAPID SYSTEM		NO CHANGES TO MACHINE	
12.36	11x'	11/4	0.1			1x6.71	°			19.70			
20.37	1x'	21/2	0.2			1x7.43	△			28.66			
31.38	21x'	33/4	0.3			1x8.49	△			37.65			
42.39	31x'	41/2	0.4			1x5.50	...			46.45			
54.40	41x'	51/2	1.5			1x9.51	a			55.41			
65.41	52x'	61/2	1.5			1x0.52	d			64.36			
76.42	72x'	71/2	1.6			2x1.38				73.56			
87.43	82x'	81/2	22.7			1x19	e			82.57			
98.44	92x'	91/2	22.9			1x22	2x4.54			91.48			
209.45	3x'	190.12	22.8			1121	3x2.42			200.58			
130.46	3x00	154.12	32.49			1128	3x0.55	...		131.71			
101.47	12x01	155.3	33.46			1131	3x5.36	...		107.43			
161.48	14x02	1501.2	33.44			1131	4x7.56	...		168.49			
155.49	24x03	1367.8	43.42			1235	4x8.57	...		150.50			
177.50	14x04	1327.2	44.42			1239	4x9.48	n 810		171.51			
209.51	94x05	1297.3	44.41			1239	4x3.58			185.52			
309.52	74x06	1267.8	44.39			1249	4x8.59	p 339		202.38			
293.53	95x07	223	54.38			1249	5x0.80			290.53			
288.54	75x08	218	55.37			o ..	5x9.67	s 351		285.55			
340.55	25x09	214	55.36			△ ..	5x8.66			342.59			
339.56	75x	210	75.35			△ ..	5x0.63	t 353		335.80			
124.57	35x	394	75.34			a ..	5x4.45			122.67			
111.58	26x	389	75.34			6x1.41	u 455	i 111.64					
520.59	36x	359	86.32			6x2.64	v 457	111.64					
112.67	96x	369	87.31			6x0.63	w 457	114.62					
323.66	37x	399	87.30			7x2.62	x 459	120.53					
197.65	87x	349	87.29			7x3.61	y 459	193.60					
188.65	37x	313	88.28			7x7.60	z 459	188.46					
165.63	27x	517	88.27			7x5.46	{ A M	160.40					
162.62	28x00	525	88.25			8x8.40	*1210	164.68					
189.61	98x01	525	88.25			8x1.68	*1210	180.69					
117.60	88x02	528	99.24			8x0.69	*1215	112.37					
231.68	79x03	531	99.23			n 310	9x5.70	*1217		233.39			
215.69	89x04	436	91.22			9x2.37				215.72			
148.70	79x05	439	94.21			p 339	9x9.39	*1129		148.73			
145.71	89x06	436	90.20			9x7.72				141.77			
15.072	081.000	1,106.19				s 351	81.13	*1121		150.75			
27.273	982.100	4,906.27				82.47				279.78			
25.174	283.200	7,106.16				t 853	80.74	*1028		257.79			
24.675	684.300	.0084.15				84.44				241.47			
15.277	185.402	9,0096.14				u 455	851.75	*1031		150.74			
17.975	386.501	2,057.12				861.77				31035	170.44		
12.878	787.605	5,4038.12				w 457	872.75	*1039		127.75			
13.779	488.708	7,6027.11				883.78				138.54			
35.580	689.806	.8010.10				x 459	894.79	y 1049		359.42			

Manufactured and Sold by  
THE TABALINE COMPANY

Union National Bank Building  
TROY, NEW YORK

TABALINE

Please Mention THE INLAND PRINTER When Writing to Advertisers.

GEORGE HELD  
Printer and Linotyper

232-236 Hamilton Street  
Albany, N.Y.

August 27, 1917.

THE TABALINE COMPANY,  
Troy, N.Y.

Gentlemen:

After thoroughly going over your Zent Tabular System for linotypes, I have decided to install it on my machines, and hand you my order herewith.

My class of work requires high-grade workmanship and I have heretofore been forced to have a great deal of my tabular composition monotyped.

I now intend to go after tabular composition with the belief, after careful consideration and thorough investigation of your system, that you have solved the problem, and that I can produce intricate tabular matter and ruled blank work on my slug machines equal to hand composition, and quicker than any other machine method yet produced for this class of typographical matter.

Yours very truly,

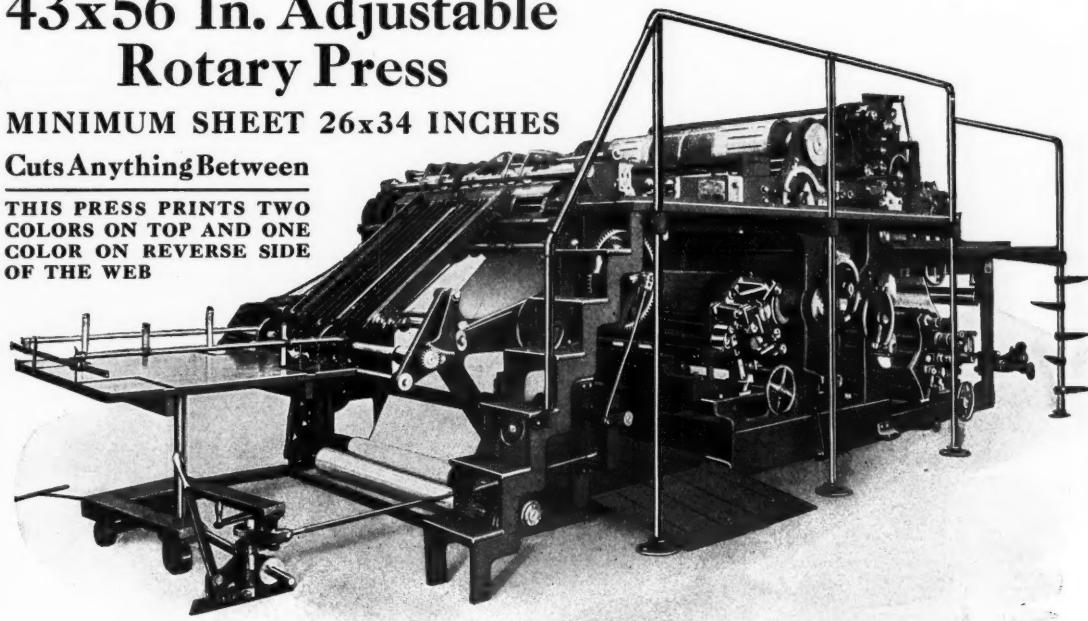
George Held

# 43x56 In. Adjustable Rotary Press

MINIMUM SHEET 26x34 INCHES

Cuts Anything Between

THIS PRESS PRINTS TWO  
COLORS ON TOP AND ONE  
COLOR ON REVERSE SIDE  
OF THE WEB



**KIDDER PRESS CO., Main Office and Works, Dover, N. H.**

New York Office: 261 Broadway

GIBBS-BROWER CO., Agents

REPRESENTED IN ALL PRINCIPAL COUNTRIES OF THE WORLD



## Coal Shortage

Its effects have come forcibly to the attention of tenants generally, who have been notified that temperature and hours of heating will be reduced the coming winter.

**It will be a blow to printers who are not prepared against static electricity, which is most troublesome where pressrooms and stockrooms are insufficiently heated and where steam is not kept up over night.**

**Coal Shortage** will be least serious where presses are equipped with the

### Chapman Electric Neutralizer

which is guaranteed to eliminate static electricity regardless of temperature.

**To be without the CHAPMAN ELECTRIC NEUTRALIZER this winter will be a positive danger to quality and production. Write today for descriptive circular and tell us about your particular problems.**

## United Printing Machinery Company

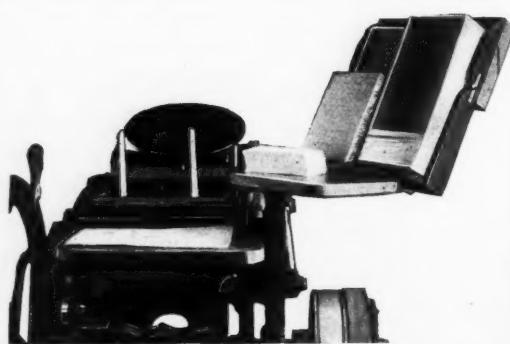
116 East 13th Street  
NEW YORK

100 Summer Street  
BOSTON

Wabash Ave. and Madison St.  
CHICAGO



*Please Mention THE INLAND PRINTER When Writing to Advertisers.*



**E**XACTLY right. It is a real war assistant in plants that were left short-handed when a pressman or two were called to arms. And it is a proven fact that it will render a service fully equal to that of one out of every five or six men whose places are vacant.

**The Ray  
Feedmore Attachment  
For Platen Presses**

— cuts out lost motion between blank paper and finished orders.

Has no working parts; lasts for years. Fits any press. Helps with tags, envelopes, cards and all forms up to  $8\frac{1}{2} \times 11$  inches. Equally serviceable for long or short runs.

**Sold Only on Trial**

Send us the name of press and we will ship a FEEDMORE Attachment, prepaid, for ten days' trial. After ten days send us your check for \$10 or return Attachment at our expense. A postal will do for your trial order—and today's mail is handiest.

**Feedmore Manufacturing Co.  
Asheville, N. C.**



**VANDERCOOK  
PROOF PRESSES**

*and the*

**VANDERCOOK  
SALES POLICY**

*Combined, give the printer  
the most for his money*

The rigid, immovable bed of the Vandercook Proof Presses insures the most rapid taking of good properly-inked and clear proofs. It insures, as well, longer service, because fewer parts are subject to wear.

The Vandercook sales policy insures your getting the best proof presses at the lowest cost, because, **buying direct from the manufacturer, you save for yourself the 15 to 30 per cent which ordinarily goes to the middleman.**

**There's two reasons for buying  
the Vandercook Proof Press.**

*Let us send you verbatim copies  
of letters of commendation from  
hundreds of satisfied users among  
America's leading printers.*

**The Vandercook Press**  
559 to 565 West Lake St.  
CHICAGO

**10% INCREASED  
PRODUCTION  
from your Cylinder Presses**

**1,000 MORE IMPRESSIONS PER DAY**

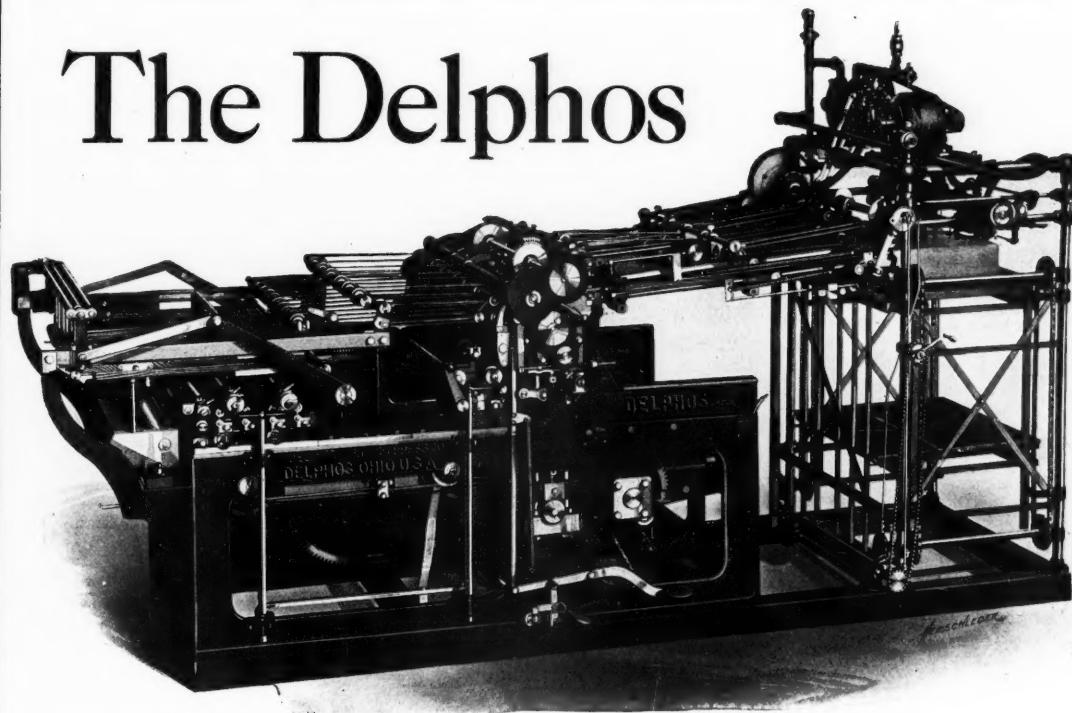
***It's Simple***

Save 80% of the time the feeder spends each day carrying lifts of stock from floor to feed-board and you obtain the 10% increased production. You can do that by having a ROUSE PAPER-LIFT at the back of the press, where the stock for the entire day is maintained above the level of feed-board. The feeder can then get a new lift in an instant.

Let us send you complete description, price, etc. of this labor-saving, money-making equipment.

**H. B. ROUSE & CO.**  
2214 Ward St., Chicago

# The Delphos



TWO-REVOLUTION PRESS AND MECHANICAL FEEDER

THE DELPHOS is *not* a *specialty* press. It is a *standard* two-revolution press mechanically fed, capable of printing any form that can be printed on any press within its limit of size. Not only that, but The Delphos prints those forms at greater speed with less lost time, and at a lower cost per 1,000 impressions.

Delphos Two-Revolution Presses are showing their owners from thirty to one hundred per cent production increase over hand-fed pony presses of any make.

Isn't that interesting to a cost student?

---

SEND FOR DESCRIPTIVE MATTER

---

**The Delphos Printing Press Co.**  
DELPHOS, OHIO

# Reliable Printers' Rollers

## Sam'l Bingham's Son Mfg. Co.

**CHICAGO**

636-704 Sherman Street

**PITTSBURG**

88-90 South 13th Street

**ST. LOUIS**

514-516 Clark Avenue

**KANSAS CITY**

706 Baltimore Avenue

**ATLANTA**

40-42 Peters Street

**INDIANAPOLIS**

151-153 Kentucky Avenue

**DALLAS**

1306-1308 Patterson Avenue

**MINNEAPOLIS**

719-721 Fourth St., So.

**DES MOINES**

609-611 Chestnut Street

**CLEVELAND, OHIO**

1285 West Second Street

**SPRINGFIELD, OHIO**

Shuey Factories Building

PATENTED U.S. AND CANADA  
**ROKO**  
 TRADE MARK REG. U.S. PATENT OFFICE

**ROKO Prevents Offset, Picking and Crawling; Saves Washup.** For all colors of Printing, Process and Lithographic Inks. Costs less than ink—stretch reduces cost to nothing. Recommended and sold by the following jobbers:

BARNHART BROS. & SPINDLER, Chicago, Washington, D.C., St. Louis, St. Paul, Kansas City, Omaha and Dallas  
 McCUTCHEON BROS. & QUALITY - - - Philadelphia  
 MARK D. HARRIGAN - - - 310 No. Holliday St., Baltimore  
 WM. P. GREGG - - - 4109 Jenkins Arcade, Pittsburgh  
 R. M. MYERS & COMPANY - - - Rochester  
 GEBHARD PAPER COMPANY - - - Buffalo  
 MILWAUKEE PRINTERS' ROLLER CO. - - Milwaukee  
 GRAND RAPIDS ELECTROTYPE COMPANY, Grand Rapids  
 WESTERN NEWSPAPER UNION - - - Des Moines  
 J. ERNEST HAMMOND - - - 129 Dyer St., Providence  
 SOUTHERN ELECTROTYPE FOUNDRY - - Memphis  
 H. D. FARQUHAR - - - 230 West 17th St., New York City  
 CARTER, RICE & CARPENTER PAPER CO. - - Denver  
 GEO. RUSSELL REED CO. - - - San Francisco, Seattle  
 MILLER & RICHARD - - - Toronto, Canada

*Write for descriptive circular, recommendations and prices.*

**THE ROKO MFG. CO.,** Manufacturers DENVER, COLO.

Export orders intelligently executed on satisfactory terms of payment. Inquiries solicited

**JAENECKE-AULT COMPANY**  
 CHAS. H. AULT, PRESIDENT & TREASURER

**EVER THINK**

**what a small percentage ink costs figure in your estimate? Of course you have, and then isn't it a logical deduction to use the best, not the cheapest?**

**In that case you'll use OURS.**

MANUFACTURERS OF  
**FINE PRINTING & LITHOGRAPHIC INKS**  
  
**FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.**  
 BRANCHES: NEW YORK - CHICAGO - CLEVELAND  
 Our goods can also be obtained from printers' suppliers everywhere

This is an American corporation owned and operated by Americans

## Wire Stitcher Troubles

Wire stitcher troubles and Boston Stitchers are vigorous opponents. The Boston is the cut-cost-no-trouble kind, with every requisite for quality, output, and efficiency. Many thousands of users all over the world testify to Boston superiority. A recent shipment abroad of fifty Bostons, and a subsequent order nearly as large, are proofs of the recognition that Bostons have everywhere received. Your order?

A SPECIAL PROPOSITION FOR CALENDAR MANUFACTURERS  
 WRITE FOR DETAILS

## American Type Founders Company

GENERAL SELLING AGENT BOSTON WIRE STITCHER

SET IN GOUDE OLDSTYLE AND GOUDE BOLD ENGRAVERS BORDER NO. 1801

Please Mention THE INLAND PRINTER When Writing to Advertisers.



The Leading Trade Journal of the World in the Printing and Allied Industries  
HARRY HILLMAN, EDITOR

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PUBLISHED MONTHLY BY

THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, U. S. A.

*Address all communications to The Inland Printer Company*

TERMS: United States \$3.00 a year in advance; Canada, \$3.50. Single copies, 30 cents. Foreign, \$3.85 a year

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.

We wish you in all sincerity a Merry  
Christmas and a Happy New Year

*May the Year 1918 Bring Prosperity to You*

ONCE again Father Time spreads before us the proof of another year's work. We are closing our sixty-eighth year of Roller making. Conditions have been unusual, but through the friendly co-operation of our producers of raw materials we have been in position to supply the Printing Trade with good, durable Rollers, and render prompt, efficient service. As the Old Year nears its end, we thank all users of "Fibrous" Rollers for the support they have given us.

### Bingham Bros Company

New York (Main Office), 406 Pearl Street

Baltimore, 131 Colvin Street

Rochester, 89 Allen Street

Philadelphia, 521 Cherry Street

Allied with BINGHAM & RUNGE COMPANY  
East 12th Street and Power Avenue, Cleveland, Ohio



# Christmas

By HARRY HILLMAN



HAT wealth of thought  
that one word holds,  
For those who know its  
meaning' true;  
Nor days, nor weeks, nor  
months, nor years,  
Can end its blessings or  
its cheers!  
To mankind all, that day  
has brought  
The gift divine—the  
gift sublime—  
The endless peace, the  
aim of life,  
Which comes through  
sharing' all our joys.



# The INLAND PRINTER

*The Leading Trade Journal of the World  
in the Printing and Allied Industries*

Vol. 60

DECEMBER, 1917

No. 3

## JOHN SWIFT, SUPERINTENDENT—THE MAN WHO KNEW HOW

By MARTIN HEIR

AS early as Friday afternoon it began to be whispered about the composing-room of the Haphazard Printing Company that a new mechanical superintendent was engaged. Such information was always welcome, and the gossiper being the first to convey it was sure of rapt attention. Not that a happening of this kind was an unusual occurrence demanding particular recognition; no, far from it, for of superintendents we had had many and varied kinds. Still, the information was interesting because of the change it had in store. And we did not have long to wait.

When I came into the office at a quarter of eight Monday morning, I saw a lanky youth, who hardly could have passed more than twenty-three summers, looking in dead earnest at the contents of the deadstone. He nodded when he saw me, and I think I heard him say "Good morning," but I am not sure. He repeated the same performance for every one coming in.

At about five minutes of eight, when most of the men had come in and were gathered about the linotypes wondering who the lanky stranger could be, he was seen to move in our direction.

"Good morning, gentlemen," he said. "I am Swift, John Swift, the new superintendent. I suppose you've heard of me."

Whether it was this surprising information or the ridiculous part of the situation that made us

all tongue-tied, I know not; but none of us seemed to find a word to say. Some of the younger element even snickered.

Had the Old Man lost his head? Or had some one put something over on him? Never before had we seen a new superintendent come to the office so early in the morning and alone on his first day of service, and never had we seen one look more like a second-year apprentice. What did it all mean, anyhow? Was this to be the worst experience of all?

"Who is in charge now?" he asked.

This time "Dutch" Callahan, as the oldest member of the force, had accumulated enough muscle energy to open his mouth.

"No one that I know of," he volunteered.

"Well," said the superintendent, "you start work at eight here, I take it. I suppose you all know what to do, and during the forenoon we will become better acquainted and can arrange matters to best advantage."

A few minutes afterward one of the galley-boys came in. As he looked around and saw the new man at the superintendent's desk, he whispered a few words to another boy. Coat and hat he kept on. When the superintendent saw him and understood he was one of the force, he called him to his desk.

"What's the matter, old man," he said, "ain't you going to take off your coat?"

"No," said the boy, putting his thumbs in the armholes of his vest, crossing his feet and lifting his head. "I think you better hire another

print, something pulls up. We worked on it all day Saturday and didn't print more than a thousand sheets. We can't lose more time on it; the office won't stand for it."

"Of course, they won't," assented the superintendent. "We'll have it fixed in a jiffy. Now, tell me, it's the cut justifications that are pulling up, is it not?"

"You guessed it," said the pressman. "The trouble with this office is that they take bigger work than they can handle. They didn't have enough metal furniture to justify the cuts, so they used linotype slugs, and they always pull up when they ain't correctly justified. So we can't print the form without loss of time."

"All right," answered the superintendent. "Let me see one of the worst sheets, or mark this one, and I'll have it fixed in ten minutes."

"You will, will you?" exclaimed the pressman, ironically. "Hey, Pete," he yelled, as he reached the door to the pressroom, "this new guy is going to fix the form in ten minutes, he says."

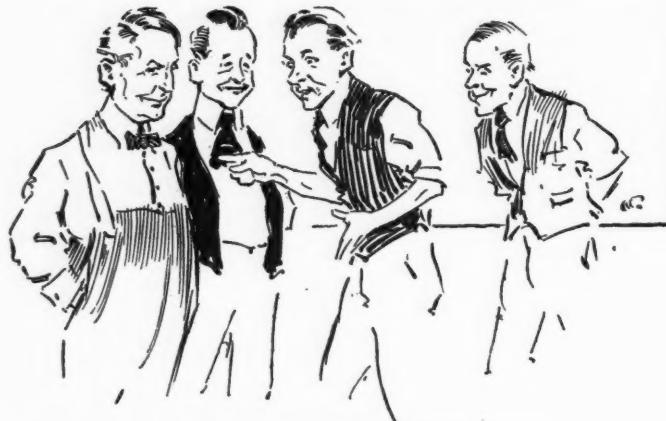
"How is he going to do it?" asked Pete; "pour glue on it?"

The superintendent called the galley-boy.

"What's your name?" he asked.

"John," answered the boy.

"John, is it? So's mine. I knew we'd soon



*It began to be whispered about the composing-room.*

guy. Things are getting mighty funny around this place, it seems to me."

"Now, now, now, my friend! Don't try to steal a base on me so early in the game. You'll knock me all to pieces. I'm sure we will become the best of friends before long. Please don't act hasty."

The boy had his coat off before the last word was spoken.

On the big cylinder press they had a sixteen-page catalogue form with which they were having considerable trouble. As the pressman was seen to go to the superintendent's desk, "Hank" whispered, "Here is where our young Napoleon will find his Waterloo, you see if he doesn't."

The pressman laid a sheet before the superintendent and told him that he could not print the form because it was not locked up properly.

"What seems to be the matter with it?" asked the superintendent.

"The lock-up is bad, I'm tellin' you," insisted the pressman. "There is linotype matter, hand composition and all kinds of cuts in that form, and for every nine or ten sheets we



*"I suppose you've heard of me."*

become friends. Now, John, I want you to do me a favor, and in a hurry. My job may depend on how quick you are. I want you to put two shovelfuls of linotype slugs in the melting-pot and put on full steam. Then bring me the

small ladle or a big spoon. When the metal is hot enough to run freely, bring as much as you can carry in the big ladle — into the pressroom, you understand."

"Yes," said John, on his way to the pot.

"Now," said the superintendent to the pressman, "open your form and take out all the slugs on one side of each cut. Then lock the form so the cuts won't move."

When John brought the hot metal, the superintendent filled the small ladle and poured hot metal into all the holes.

"Now open the form again and take out the slugs on the other side of the cuts."

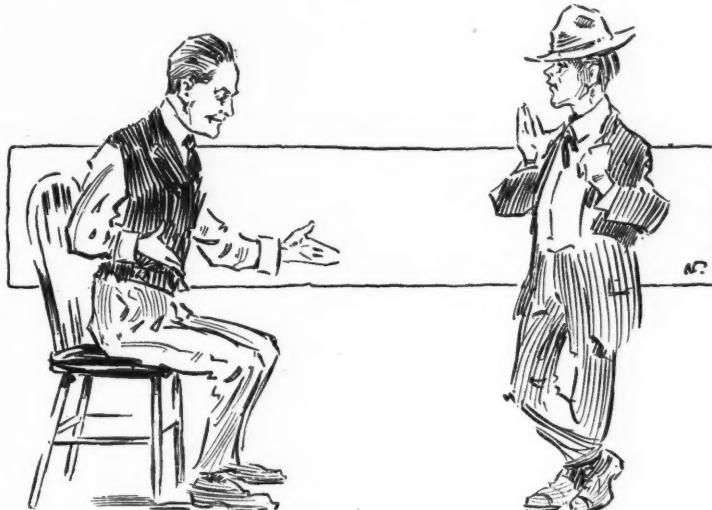
The pressman did as he was told, and again the superintendent filled the holes with hot linotype metal.

"Now start your press," he commanded. "I am quite sure you'll find the form all right."

He went back to his desk and soon had the satisfaction of hearing the uninterrupted rumble of the big cylinder.

When, half an hour afterward, the Old Man went into the pressroom the pressman said,

"that little trick has been known since the linotypes came into the printing-offices. It is quite a valuable trick, as it saves time and trouble."



*"I think you better hire another guy."*

"I should say it is. It saved the day for us. It took them thirty-six hours to run ten thousand of the first form, and I was beginning to figure a loss on that job. The other forms can be handled the same way, I suppose?"

"Certainly, sir. There is no better way to justify catalogue forms, especially in small offices where metal furniture is scarce."

"Who has ten-point old-style on the machine?" queried the superintendent.

"Dutch" Callahan said he had, and the superintendent handed him a blank to be set on a double slug. "Of course, I know you understand how to set double-up matter," he added.

The fact was, "Dutch" did not know; and none of us did, for that matter. We had set quite a few jobs of this kind, but had nearly always had trouble with them, either in taking care of the lines so they ended or started correctly, especially when there were long paragraphs, or in finding the division of the lines when correcting the proofs.

"There is a little trick about this matter that will help considerably if you know it," continued the superintendent. "It's very easy, however, and I will be glad to explain if you don't know it. This trick consists in never ending the first



*"The lock-up is bad,  
I'm tellin' you."*

"That guy is all right." He showed him a sheet and told him what had happened.

"Some new invention?" said the Old Man to the superintendent.

"No, no," the superintendent answered,

line or beginning the second one with a space. That's all. By using this trick you'll always know whether it is the first or the second half of the line you are setting without counting the lines, and when you come to correct the proofs, the division of the lines will be clearly visible. The only thing you then have to take care of is the spacing."

When youth is instructing age, with its supposed superior knowledge and experience, it is courting resentment. The superintendent could feel it instinctively that down in his heart "Dutch" harbored a feeling that could not be exactly classified in the thankfulness group. But he knew full well that the only way for him, with his youthful appearance, to gain the respect of this crowd was to show them that he knew how—to convince them that he had the ability to master every detail of the printing trade. In that way only could he expect to fill the position satisfactorily to himself and his employer.

So he kept on in this manner, ever ready and willing to render any assistance possible and to show improved methods for accomplishing the various operations; and, to the surprise of all, the chaos that had characterized the composing-room gradually changed into smooth running and systematic order. Without noticeable effort, the superintendent guided the force to produce the work on time and in the required manner.

"I wonder where that fellow learned his trade," said "Dutch," as we went out to dinner one day. "They are not usually turned out that way nowadays."

"And we all thought he was a fourteen-karat greenhorn when he came into the office," supplemented "Hank."

It took some time before the mystery was solved. And it was the Old Man who brought the solution. Evidently reading the minds of the men, he let the cat out of the bag.

"About seven years ago," he said, "two boys of the same age entered a down-town office as printer's apprentices. One was the son of fairly well-to-do parents; the other of a printer who, a few years before, had deserted his family, leaving the mother the care of two boys and a debt to pay.

"The first boy I mentioned was fairly bright, but of a happy-go-lucky disposition that, as he grew older, drew his interest to things foreign

to the trade he had chosen, while the other used every chance to gain efficiency within the sphere of his daily toil. You know how hard it is for an apprentice to get at the inside workings of a trade nowadays. If he puts his hand on anything useful, he is sure of a calling down from somebody. But somehow he managed. While the father was still living with his family, he had now and then brought home a copy of the leading trade journal. These copies were often given to the boys as playthings; the pretty pictures always held their attention, and many a time were the means of a moment of rest for the tired mother. But now, after the oldest boy had become a printer's apprentice, the dilapidated copies became sources of interest of another kind. He was quick enough to see that information withheld from him at the office could be found in them. Thus he laid the foundation for a thorough knowledge. At his work he gathered all the information possible, while at home he used every spare moment digging into these old copies of the trade journal. Of course, he became what the college student contemptuously calls a 'grind,' and lost a lot of what people in general consider the essentials of life. It is hardly possible that he ever could name the pitchers of even a major-league team, or that he knew the value of a straight flush or the meaning of the double O. But he gained so much information and experience of composing-room doings that he was paid the scale as a linotype operator in a catalogue office before he was eighteen years old.

"Now, here is the difference between the two boys I've mentioned: they had equal opportunities; but for the one the work became a dreaded task, endured only because of its necessity as a means of winning the daily bread; while for the other it became a labor of love. The one is today a mediocre printer, hardly worth the scale and, therefore, always among the first to be laid off when work is slack. The other has followed the course he laid out for himself the first year of his apprenticeship. He has seen the evolution of his trade through the trade journals, and it is quite safe to claim that he is one of those who know how. Gentlemen, let me introduce you to your superintendent, Mr. John Swift. You will soon see whether or not he has chosen the stock that pays the biggest dividend."

## DRESSING THE BOOK

By EDWARD N. TEALL

Editor, "Princeton University Press"

**I**F I tell you what I read, will you tell me what I am? Reading has not even so scientific a basis as eating; and just how scientific a matter that is, we are told in a few words in the old saying, "One man's food, another man's poison." You can not tell which man it will poison until ptomaine takes its painful grip. Can psychology give rules to make the reading exactly like the writing? Conveyance of thought became an art before it even acquired a base in science. The most lawless of creatures is the comma; and as for the hyphen, who has mastered it? The proverbial description of grammarians shows them differing, irreconcilably.

It is not even certain that, with all our printing, we have yet hit upon those proportions of type, type-page and paper-page that carry the reading eye least laboriously down the column of typographic characters. How much is an eyeful? Eyes being not standardized, we must rest content with averages, the greatest good of the greatest number. But how are we to know when we have got it? Printing is a puzzle; still unsolved—and, to high-hearted lovers of life's mysteries, an endless joy.

Punctuation is a necessity of typography; the printer is tied to his black beast, like the Sienkiewicz maiden to the back of the aurochs. If the printer could punctuate with a free hand, how much happier printers would be! And perhaps our books would look just as well and read as easily. Should we have governmental regulation of punctuation? Paternalism could no further go. Prescribe our diet, dictate the cut of our clothes, but touch not our inalienable right to split our infinitives, to begin every sentence with a participle, to sprinkle commas from a pepper-pot, to punctuate for either eye or lungs as we will—to use a dash when out of breath or a "screamer" when we dread inattention, and to tuck our "close quotes" inside our full stops if we please to wear them so.

But here distinction must be made. The old Scotchman who *would* say "dfference," what-

ever his daughters might say in remonstrance, was willing to be hanged if he could "see *any* dfference between dfference *and* dfference." But the dfference is there. It is the difference between private indulgence, and submission, in public, to the dictates of convention. You wear slippers in the house, but not on the street. You may walk on the left side of a country lane, but you get jostlings and hard looks if you try it on Broadway. It is too bad there are no such automatic penalties for the author who insists on his divine right of freakishness in punctuation, and supports himself with quite incontrovertible asseveration of the fact that there is nothing in the Ten Commandments or the Constitution of the United States of America to prevent him from making a fool of himself. (He "has the makings.")

The subject has many facets. We choose to concentrate attention upon one: the publisher's right, in his print-shop, to adopt a "style" of his own, and the duty—no less—of his authors to submit to imposition of its collar on the winged steeds of their fancy (and "facts"). The relation existing between author and publisher is like none other. Is the author a producer (or possessor) of raw materials, and the publisher a commercial manufacturer and marketer? Or is the author a real creator and the publisher his agent? How far may the publisher go in considering himself a molder of popular thought, instead of a follower; a prescribing (preventive) physician, instead of a caterer? The author needs the publisher, and without the author the publisher could not publish anything; for, as Heaven must know, publishers can not write—anything but checks. So, taking the fences, we must charge straight at our mark, the relation, in respect of enforming the printed text, of the publisher who is not a mere job-printer, to his authors.

No book, no "serious" book, is ever typed without heartburnings over commas and the comma's related devils. Too often the question goes by default; the publisher, with a good case,

does not know how good a case he has. He might just about as well have no case at all. His shop has no real "style," but enough of habit to conflict at numerous points with the author's—not style, but hobbies. "This is a literary point," the author urges; "it belongs to me." "It is a matter of manufacture," the publisher replies; "it is mine." And so, between claim and concession, a pitiful compromise is attained, and the book comes out without a decent "dress," clad in patchwork of variant "styles."

Why bother with style, anyway? "Style" in the restricted sense of spelling, capitalization, compounding and pointing. Style is a convention. Conventions are protective; they adjust one person's privileges to another person's rights. They are based not on whim but on sound experience. Punctuation is apparatus. It works. Like any other machinery, it is most effective when the system is devised to effect economy of parts. A missing cog will throw the whole system out of gear; superfluous trappings waste power. Strip punctuation to a pitiless minimum, and the thought-product comes out shapeless; overload the machinery, and the superfluous matter hides the essential form. The best witness to the efficiency of good punctuation is the professor of scorn for all punctuation; depending on intelligence to interpret the mass of words, he is, at critical points, in the fix of a translator who loses the high sense in the niceties of mood and tense. No scoffer but must turn to respect for the comma when confronted with the classic example, "A says B is an ass"; "A, says B, —." Punctuation is part of man's curse. If we can not turn it into a blessing, we can at any rate make the best of it by bearing it in the least discommodeing way.

There are three ways to punctuate: loosely, tightly, sensibly. Loose punctuation is like the clock whose hands are anchored; sometimes right—but not, like the clock, at regular and calculable intervals. Tight punctuation takes the heart out of a text; it is cold, unnatural. Sensible punctuation does just enough to make the sense clear. Perfect unambiguity seems unattainable; but medium-done punctuation predicates reasonableness in its maker, and, given equal reasonableness in its intended beneficiary, should get the best results with the least expenditure of means.

One man writes "co-operation." Another refuses to recognize such a form, and insists upon "coöperation." A third, despising both, simplifies to "cooperation." If you read it "coop," he is willing to say good-by and go his way without preventing you free access to your own. Hyphen and diaeresis ("dia-re-sis" of the print-shop) are extras; the hyphen is one more character to set, the "dots-o" is one more character to carry on the machine or in the case. And "coop-eration" you are welcome to, if you choose to take it that way.

"Yes, I agreed to accept your office style in my text," says an author; "but I never dreamed of your committing such an atrocity as this unspeakable 'well to do,' adjective. I must have hyphens!" And, to conserve the author's life and his own comfort, the publisher injects the hyphens. The author, straining at this gnat, swallows what the next author would call a camel. And this second author sees the first author's camel no bigger than a dwarfed gnat.

Hitting only the high places in the field of argument, we come to this: In his writing, every man should be welcome to his own style, however idiosyncratic, of punctuation. It is part of his personality in composition. But when he prints, the situation is more complicated. The publishing-house has a personality, too. If it is a house well run, its personality has found expression in a style—which may be printed on a "Style Sheet," or simply and still more effectively recorded in the shop's community consciousness. The aim, and the justification of its being, of such a style is twofold: artistic consistency in dress, and economy on the time-sheet.

All the books issuing from one house are soldiers in one army; they should have some sort of uniform. The house may issue text-books, volumes of essays, and fiction. Here are three branches of the service, not all to be dressed alike; but inside the boundaries of each, consistency is eminently desirable, if only by way of identification. On the other side of it, time is saved, in composition, proofreading and correction, if the workers know what system they are expected to follow. This is a matter of real commercial significance.

The solution of the problem is simple; therefore, shall it be said, hopeless? It brings us to a definite suggestion of reform: to publishers,

that they adopt a style; to authors, that they submit with the good grace of reasonableness. In case of authorial unwillingness to accept even such beneficent dictation, let the publisher be prepared with alternative suggestions, embodying the two other possible logical systems. Let the systems be called A, the shop style; B and C, the alternatives which may be ordered when the copy goes to the shop. Then we may hope to see books coming from the press neat and clean, without those irregularities which delay the reader's eye and derail his mind, even though he be not sufficiently versed in the formulation of punctuation's art to be able to state

the exact nature of the shock to the sensitive reading organs.

We could suggest "forms" which publishers might use in their negotiations with authors, but that way lies endless consumption of space. It will be enough if we have set authors and publishers to thinking about "efficiency" and accommodation. That authors will ever be quite reasonable, or publishers quite clear mindedly insistent on their rights and duties in these vexed premises, we have no cause whatever to expect.

But when all the world is writing books, such things ought to be considered, even though the Great Default continue.

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## FROM "JOBWORK" TO SPECIALTY MANUFACTURING

By G. D. CRAIN, Jr.

**W**ORK in the average printing-plant is handled by the job. Each job is different from all of the others that are going through, and this fact, of course, means that costs are relatively high. In the plant making a specialty, the work is standardized, employees learn how to handle it expeditiously, there are long runs without interruption, and for these reasons costs are relatively low.

This contrast indicates why it is possible for the printer who keeps his eyes open, and who takes advantage of an opportunity to standardize, into a permanent form, work which is coming in as apparently unrelated "jobs," to build up a profitable specialty business, and not only make a name for himself in that line, but actually save money for his customers.

Of course, it might be contended, the printer who arranges matters so that customers are able to substitute a manufactured product for one that is made to order on their specifications is quarreling with his own bread and butter, in view of the higher price which jobwork commands. But this contention is hardly logical, in view of the obvious fact that the most successful businesses are those which render the best service to their patrons. The printer who is able to show his trade how to do a thing more economically is not going to lose anything by it; on

the contrary, as experience has amply demonstrated, he is more than likely to hew out a little niche for himself and to create a business which did not exist before.

For example, a certain printer in a Maryland city had a number of orders for forms and charts used in the local hospitals. These charts were numerous and elaborate, covering the condition of the patient, and providing for recording data with reference to the laboratory, the X-ray department, etc. Some of the hospitals wanted records on which to show the results of operations, and the character and duration of the anesthesia. Others added cards used in following up the patient after his discharge from the hospital.

The interesting thing about this business was that the orders in almost every case varied. Each hospital superintendent apparently had his own ideas about the character of the information to be compiled, and the best way to compile it. Naturally, the jobs were handled entirely without relation to each other, and no attempt was made to use any of the information developed from one hospital in connection with the preparation of the records of another. This would have been presumptuous, for one thing, and was not part of the printer's job, in any event. But this printer happened to be a man of imagination. He realized that hospitals all

over the country were buying charts for record-keeping purposes in just that way. He appreciated the fact that the cost of making individual jobs out of each institution's work was much greater than it would have been if all of the hospitals were using the same kind of forms, and buying them ready-made. Then he began thinking about the possibilities of getting up a standard form that could be used in every hospital.

Conditions happened to be favorable, because at that very time the hospital people had begun discussing the necessity of making their records uniform. Besides, some of the States had organized bureaus which had supervision over the hospitals, and these were urging them to put in record-keeping systems, and to use systems which would be as nearly similar as possible to those elsewhere—this to enable statistical matter of general interest to be compiled readily.

The printer got in touch with some of these bureaus, and got copies of the records which they advocated using. Then he went to the hospital superintendents for whom he had been doing work of this character, and explained his plan. They agreed that it would be an excellent thing, and helped him to compile a system which would fit the needs of any hospital. There were a lot of special forms included, of course, which would be called for only occasionally; but most of them were sheets which would be needed by any institution handling general work.

The printer, who by this time was regarding himself as a specialty manufacturer, printed a few hundred thousand of the forms, after they were approved as being the best that could be devised for the work, and began advertising them to the hospitals in his part of the country. He was able to quote a price much lower than these institutions had been paying before, because, as explained, they had been having their work done as individual jobs. They immediately appreciated the advantage of getting prompt deliveries and having the forms furnished at a lower price than they could have them printed for. Orders began rolling in, and soon the printer had to increase his stock.

Now his plan is to print the forms by the million, and to carry a big stock of every item. He has issued the data in catalogue form, so that hospitals can order as many of each sheet as their special needs may suggest. These cata-

logues have been distributed all over the country, and result in a constant stream of orders for this material, the superintendents having gotten into the habit of turning to this concern when records are required.

This is one excellent example of how a live man in the printing business can turn to his own advantage, as well as that of his customers, a situation which is not ideal. The hospitals might have gone on for some time buying records individually, each institution having a separate job made of its records, and the printing-trade in the aggregate would have taken in more money than is the case today, with this printer and one or two competitors taking care of practically all the work; but who will say that it was not a good thing for this printer to devise a standard system which enabled him to operate on a large scale, and enabled customers to get better service, both as to price and delivery, not to mention the advantage of having a standard form?

Most people are familiar with the work of a certain organization which specializes in office forms. Its experts have studied the requirements of different lines of trade, and in many cases are able to supply a ready-made article at a price much below what it would take to print it in small lots for an individual customer. For example, the publishing business requires that careful records be kept of subscriptions, both as to their origin and the dates of their expiration, and while practically every publisher uses a card-index system for this purpose, the character of the cards used varied considerably until this establishment developed a standard card.

It is now able to offer publishers a card which shows all of the information anyone would care to record in connection with subscriptions, and tabbed in such a way that it is easy to pick out of the file those cards carrying subscriptions which are just expiring. Here again the printer has been a manufacturer to the extent of cutting production costs through turning out these cards in immense quantities, thereby enabling them to be furnished to buyers at very low prices, compared with what it would take to print them as individual jobs.

In some cases people not in the printing business originate ideas of this kind, and in that event simply buy the printing and handle the selling end. But when this happens it merely

illustrates an opportunity that some printer might have taken advantage of, had he been on the lookout for chances of this kind. And the fact that outsiders come along and see possibilities in the standardizing of printed-matter is another argument in favor of the printer doing this when he can, since someone else may if he doesn't. And there will always be so much special work which will necessarily have to be handled as "jobs" that there is no reason to attempt to spread out the business by refusing to standardize when this is possible.

In the hotel business, several concerns have developed specialties which have resulted from standardization. In one case a card and rack system of keeping the accounts of guests was worked out, and this became very popular with hotels, because it enabled them to keep the record of their rooms in visible form, and likewise furnished a simple and expeditious method of handling the accounts. After this plan was standardized, the man who devised it found that he could print millions of these cards at a time, and thereby cut the cost to a very small sum. These cards are shipped all over the country to hotels which have found that it is much better to take the ready-made system of a concern which has studied this feature rather than to attempt to develop their own.

It is true that in a number of instances the printer gets into a specialty because of having acquired the necessary type and equipment to handle that particular class of work. Turning to hotels again, the business of printing hotel menus is usually a specialty, with one printer in a town handling it. In some cases, menu printers who have studied the subject and have equipped themselves in especially good style have been able to attract trade from all over the country, as well as in their immediate localities, their fine type, excellent stock of paper suitable for menu work, and artistic ideas on this subject appealing to hotel men as desirable features.

Almost every printer who looks about and who studies the work that goes through his plant will see opportunities for developing a specialty, and particularly for standardizing printed-matter. He will not be in danger of killing the goose that laid the golden egg when he brings this about, but he will be in a position to develop a practical monopoly of that special item of printing. And as a monopoly based on brains and initiative has never been frowned upon, especially when it involves a reduction in the cost of the product to the consumer, there is no possible reason why the printer should not make the most of his opportunities in this direction.

## THOUGHT

THOUGHT is the seed of action; but action is as much its second form as thought is its first. It rises in thought, to the end that it may be uttered and acted. Always in proportion to the depth of its sense does it knock importunately at the gates of the soul, to be spoken, to be done.—Emerson.



WAITING FOR COPY.

Drawn by John T. Nolf, ex-printer.

## THE PRINTER AND THE INKMAN

By JOSEPH O. MAY

**W**HEN, as a pressman, I sent the proofs that I had pulled on the job-presses for the customer's O. K. to the inkmaker, I often wondered if he recruited his help from a hospital for the blind and infirm. I did so because it was almost impossible to have duplicated by the inkmaker what seemed to me to be a very simple combination to produce on the job-presses. Since I myself am employed by an ink-manufacturing company, I may say my opinion of previous years has undergone a considerable change, and I now really think the lack of "gray matter" is much oftener found in printers than in inkmakers. In this article I will try to set forth some of the troubles of the inkmaker that could easily be eliminated by a little forethought on the part of the printer.

Let us first see how it sometimes happens that the color you have proved up on a job-press for your customer's O. K. is impossible to duplicate by the inkmaker when you are ready to run the job. The color, be it brown, green, buff, or any other color, may have been a trifle too dark while on the press, and you, therefore, ordered the pressman to brighten it up a bit. The pressman, without washing the press, dabs a little white, yellow, red or other color over the color that is already on the press and pulls another impression, which gives the shade wanted for a few proofs for the customer; but it also causes plenty of trouble if the customer insists that the completed job shall match the proofs exactly, for in toning a color in this way on the press you practically print two layers of ink on the sheet, giving the effect of a strong undertone with a light overtone, an effect that you can not duplicate with a mixed ink.

Another of the inkmaker's troubles is caused by the stock on which the job is to be printed. The printer receives a sample of color which the customer wants used on the job. The customer may have this color on a piece of goods, he may have cut it out of another catalogue or magazine, or obtained it in any other way. He gives it to the printer with instructions to

match it for the job. The printer sends it to the inkmaker with the same instructions, "match this color," but does not say what kind of stock he will use for the job. In the absence of further instructions, the inkmaker matches the color for approximately the same stock as that on which the sample is printed. If the sample is printed on a white-coated paper and the printer uses it on a tinted or even white book-stock, it stands to reason that the printer will be disappointed in the match, and if it is to be used on boxboard or cloth, what a vast difference there will be between the sample and the print. But who would be at fault? Some other points the inkmaker should know are: Is the work to be printed on a job-press, flat-bed or rotary; is the form to be light or solid, and at what approximate speed is the press to be run?

The printer should always state what grade of stock is to be used on the job, and, if possible, a sample of the stock should accompany the order. It may be a trifle inconvenient to do this, but it will be amply repaid by the time saved when the job is on the press. Even coated papers of different grades make a vast difference in matching colors. This difference is most noticeable in matching two-tones, double-tones, bi-tones, or whatever name is given the ink that develops into another color after printing. I have had experience with this ink where a two-tone green has remained a green on one stock, and developed into a distinct brown on another stock, while on other stocks the shade varied between the two extremes. If the printer has a job which requires matching a two-tone ink, it is always advisable to send the inkmaker samples of the stock on which it is to be used.

Another requisite is time. As it takes several hours for this ink to develop, it is readily seen that the inkmaker requires sufficient time to test this ink thoroughly.

Another very serious trouble for the printer is the matter of drying. An ink that will dry and set quickly on one kind of paper may require an extra day to dry on another, or, at times, will not dry or hold for several days on some other

kind. This also shows the necessity of furnishing the inkman with a sample of the stock, especially when a hard glazed or calendered paper is to be used.

Another cause of trouble between the inkman and the printer is the price. The pressman, or the engraver, in proving the job, uses whatever color he has in order to get the shade the customer calls for. Not so the color-matcher in the ink-house; he must weigh off every article he uses so as to keep a formula, and he must keep it within a certain price, according to what the printer will pay. It therefore stands to

reason that if the engraver or pressman used a \$2 ink for making his proofs, the printer can not expect the same brilliancy and depth in an ink for which he is willing to pay only \$1.

It is also the inkmaker's duty to give the printer the best service in his power and live up to the promises of his salesman, for, even though the order may be small, it may mean a lot to the printer to be able to deliver his job on time.

A more systematic manner of working "hand in hand" would be beneficial to both the printer and the inkman.

## FROM COPYHOLDER TO PROOFREADER

No. 3.—By H. B. COOPER

AFTER my two adventures in the proof-room I was again at the case setting type, because I could not be idle while I waited for more proofreading to do; and again I was correcting my own galley, as in old-time college days. But there was this difference: In the old days I was hardly within hailing distance of the proofreader. She came and went as the denizen of another world, marked my proofs, measured them—and always generously. But she left me unawakened to many things. I did not get the proofreader's point of view *at all*. I only discovered that by bringing my education to bear upon my own work I could set clean proofs that took little time to correct; and so it seemed that I must be approaching nearer and nearer to proofreader standards, though what they were I never knew. For she dwelt in a world apart.

Yes, she knew; *I* did not know. She was in touch with authors and contributors; *I* was not. She was able to give them what they wanted, to please them with the elimination of errors and with the style put into their work. It may be that she ministered to the vanities of people somewhat after the fashion that dressmakers and milliners do, showing them up at their very best. And is not this always dear to the human heart?

When again, years afterward, I found myself working at the case, I had progressed as far as

this: I was no longer the animated automaton, simply putting in commas where marked. Now I wanted to know the reason why. I had waked up! I had intelligence, and insight, and also initiative.

One of the first practical discoveries I made "by dint of the bodkin" was in connection with subordinate elements where a restrictive or non-restrictive meaning determined the need for a comma. This I had called the "elusive" comma, and all summer long it had baffled me by reason of its being marked sometimes in, sometimes out of, my proofs. Not always out, nor always in, but only *sometimes*; and whichever way it occurred in my proofs, some perversity made it right the *other way*.

As mentioned in last month's article, I needed a "Stop-Look-Listen" sign or a flagman waving a red flag to warn me as I approached one of these dangerous "comma places." If I were held up for an interval until I could think whether the meaning of the subordinate element was restrictive, needing no comma, or non-restrictive, needing a comma, I could usually adjudge the case rightly. But there was no flagman waving a red flag for *me*.

I well remember the very sentence I was correcting in type when I made my discovery that the "elusive" comma occurred most frequently before words beginning with "*wh*"—as *who*, *which*. I was putting in a comma, as marked, between the two words "gentleman" and

"*who*" in the sentence, "The next speaker was a South American gentleman, *who* had with him his little boy four years old." It struck me that I was going through identically the same motions over and over again. I looked back to see, and sure enough! From beginning to end of my galley I had done little else but change commas before "*wh*" forms!

Here are illustrative examples (collected later):

I can not be sure *which* it is.

But I have told you all I know, *which* is enough.

The place *where* he stays is near by.

We followed the stream to its source, *where* (at *which*) we found—

We know not *whither* thou goest.

Jerusalem is builded as a city, *whither* the tribes go up.

None other name *whereby* we must be saved.

The spirit of adoption, *whereby* we cry—

It shall prosper in the thing *whereto* I sent it. Press toward the mark, *whereunto*—

The foundation *whereon* the superstructure is to be built.

I mentioned the affair, *whereupon* he said—

Postpone this till vacation time, *when* we can attend to it.

During all the time *when* I was with him.

Do you know the reason *why* he is not coming?

He told me his reason, *why* he could not come.

State *whether* a pink or a blue border is preferred.

I must settle this in my own way, *whether* you like it or not.

I could not be idle *while* I waited; so I kept busily at work, *while* the children played around.

I had found my flagman with the red flag—"wh." Thereafter I acquired the habit of sensing danger *whenever* and *wherever* one of these flags waved. To this day, *who* or *whom*, *whose*, *what*, *which*, *whoever*, *whatever*, *whichever*, *whomever*, *whomsoever*, all remind me to look twice for the meaning, and if it is non-restrictive to put the comma in, otherwise not.

It was a great find, and I pass it on. It led to the discovery of certain other flags besides "wh," which always put me on guard as I see them flying. Look out for "because," "so,"

"so as," "so that," "such as," "especially," etc. *They're flags!* Find some more, and if you are interested write me about them.

Methinks I hear some one say, after following me thus far in the "From Copyholder to Proofreader" series: "What a fuss about a comma? Did you really go through such torments, learning to handle the most insignificant thing on a page? Why, it took you years!"

Yes, I am ashamed to say it did. I was slow.

"And, after all, a comma doesn't much matter, one way or another, unless it changes the sense. Half the world holds the comma in contempt. There are a thousand other things of more importance on every page. What about them?"

Yes, what about them?

The most scathing criticism of a proofreader that I ever heard was this: "There are a thousand things that he doesn't know, *and that he never will know.*" Coming, as it did, from "the man higher up," it seemed like the signing of his death warrant. And so it proved. Shortly thereafter, the place knew him no more.

It begins to look as though somebody is needed around a printing-office who knows the thousand things that keep coming up for authoritative decision, or who knows at least where to find them.

And now, Friend Copyholder, it is this unique position that you hope to occupy some day. Perhaps you consider yourself within a year or two of being able to hold down a proofreader's job. If so, here are some pointers:

These thousand things in which you have to become proficient, are you learning some of them every day? Is the total mounting up and up, so that it already approximates proofroom requirements? (I'd like to hand you "Hill's Rhetoric" or "Woolley's Handbook of Composition" out of my desk, and see what you'd do with it.)

A goodly proportion of these thousand things must be relegated to the domain of your subconsciousness, so that your conscious thoughts need not be hampered by routine work but be free always to grasp the sense of what you are reading. Familiarity with office detail and routine, knowledge of type-faces, habits long ago acquired of watching spacing, punctuation, divisions of words, capitalization and "style"—

how is it that your conscious thoughts wander sometimes, yet all these matters are fairly well guarded by your subconsciousness? I knew a student in Professor Hugo Münsterberg's psychology class at Radcliffe College who used to practice leaving her routine duties to be attended to subconsciously, without any diversion of her conscious thoughts. Many a time have I watched her as she gathered together the books she would need for her afternoon recitations, and the letter that must be mailed on her way to class, and she would not consciously be attending to it at all—only subconsciously. Her thoughts were free for other things, that had not become a part of her routine. She trained herself, under Professor Münsterberg's guidance, so that the letter was dropped in the letterbox as a matter of course when she came to it. Of all the things done subconsciously she would have no definite recollection afterward, but this did not bother her in the least. "I must have mailed my letter," she would say, "because I had it with me to mail." Or, "I do not have to go back and see whether I turned off the gas or locked the door, when that was the routine thing for me to do. *I must have done it.*" So she would go to bed at night more care-free than any of the rest of us, who if we could not remember about turning off the gas or locking the door must needs look again to assure ourselves. In many ways she had the advantage over us.

Taking the tip from my friend, I practiced the same thing in connection with my proofreading. I "let go" a great many routine matters that by that time had become a part of myself and could be looked after subconsciously, thus freeing my thoughts for sense, and construction, and the other all-important non-routine matters that it is not safe for a proofreader to let go for a minute. The sense of what one is reading can never be looked after subconsciously. It is enough to occupy the proofreader all the time, even though everything else were attended to subconsciously. Let the thoughts wander for a minute and the sense goes wrong—did you never notice it? What about such a statement as the following:

"Then, lowering his voice and sweeping a gesture over us like a cycle reaping tares, the old minister said—"

The subconscious mind would pass it without a protest. Only the mind alert would be able to visualize the *sickle* reaping tares—not *cycle*, which must have been a typist's error in the preparation of the original copy.

Or take this:

"We import about 3,000,000 pounds of raisins *per capita*, but the home consumption is small."

*Per capita* for *per annum*! Yet it takes a wide-awake proofreader to do more than look after the spelling and italicizing of the Latin words. In a perfunctory way, without thinking, we are likely to pass well-nigh everything that comes along. "Irritated ditches," "torturous paths"—even "big base drums"—would hardly arouse the subconscious mind to any sense of impending disaster.

But the point that I am making is that the mind becomes more alert, by far, when it is relieved of the anxiety of consciously attending to everything.

In my experiments along this line, I found that not only matters of routine but old, familiar things of A B C simplicity could be dismissed from my conscious thoughts as soon as I had given them the "once-over."

Just an X-ray flash of intelligence, and—let them go!

They will be taken care of.

More about this next time, especially as it applies to misspellings.

Do you begin to see that the thousand things a proofreader needs to know, as author's or business man's secretary and compositor's guide, are not a thousand confusing things that crowd each other out of mind? They have mostly become a part of his subconsciousness now, after long experience in books and the making of books. And they make him what he is, the authority—the man who *knows*.

Friend Copyholder, I sincerely hope you may occupy this position some day. There's keen competition ahead of you in the business world; but if you are ambitiously saying to yourself, "Some one has got to be at the top and I might as well be that one," I'm glad of it and I'll try to help you get there. Until you hear from me again in the next issue, just spend a little time appraising yourself as (a) author's or business man's secretary, and (b) compositor's

guide—since it is this unusual combination that makes the proofreader. What would you be worth? What sort of letters could you write? The letters that you *do* write, now—are they error-proof, or a scrawl? Have you the capac-

ity to render expert service in any line? Have you won the confidence of all who know you, so that they are expecting to see you get to the top one of these days? You'd better think it over, and think it over very carefully.

## EFFICIENCY THE WATCHWORD

By A. ERNEST MOWREY

*A response to the article entitled "Combining a Daily Newspaper and Job-Printing Department," on page 39 of the April issue, which was in answer to the article "Magical Tips on the Black Art—Nuisance or No?" in the February issue.*

**T**O begin with, the writer does not wish this article to be misinterpreted as being a refutation of the claims made by the author in the above-mentioned previous article. Perhaps in that particular town, and in that particular plant—there may be more—it is possible to handle the newspaper as a job in the job-printing department. Perhaps, too, it is even possible to maintain a cost system in such a plant. But if such be the case, it is a very rare occurrence in this day of cost and efficiency methods.

The problem of turning out a daily newspaper is, of necessity, a different proposition from that of producing individual printed-matter to suit the tastes of a thousand and one different clients. For that very reason it is an uncontradicted fact that each department, to be run correctly and produce results, should be manned by specialists in that particular line.

In the old days an all-around printer could do anything so long as it was "settin' type or make-up." But where is that printer to-day? The demand is rather small, and is getting smaller. Nearly always it will be found that the man who can do everything can do no one thing exceptionally well. Therefore, a job-printer should be a job-printer and a newspaper-printer a newspaper-printer. Of course, there may be hosts of very capable compositors who can hold down jobs very worthily on either the advertising or job end of the business. But, out of this questionably great number of general printers, the ratio of those who can creditably hold down two jobs at the same time—job-printing half the day and newspaper-printing the other half—are exceedingly small.

It is very true that only really exceptional men can keep up interest in their work with only part of their time devoted to it. The writer quotes from the authority of many years of experience when he says that only those men can be really efficient in any particular line of work who give it their undivided attention. We are all well aware that there have been, are, and always will be, exceptions to all rules. But in trying to handle this problem of combining the daily newspaper and job-printing department under the management of one general staff of printers, we must take into consideration the business as a whole and not as individual, exceptional cases.

Each department should be run separately—as much so as possible. In the case of a plant employing one general staff of printers whose duties are divided between job and newspaper, not only does the product of each department suffer for want of more efficient workmen, but also the plant, of necessity, loses real actual dollars and cents during those hours when the jobbers or other job equipment stand idle. The only way to make ends meet in the printing business—and, incidentally, have a little cash left over for the boss to call profit—is to study and keep tab on and really know one's costs. Each department should carry its own responsibility and a just proportion of the overhead expenses. For instance, all work done for the daily, such as the cutting of wrappers, mailing-list, copy-paper, etc., from job-stock, the printing of labels for the bundles, carrier-receipts and all kinds of office forms used entirely in the circulation department, and many other items of otherwise actual value,

should be charged directly to the newspaper department the same as if that department were dependent upon an outside print-shop for such service. On the other hand, if the job department carries an advertisement in the daily, depends upon the linotypes to set up its straight matter, or receives help in any form from the newspaper department, such service should be charged to the job department the same as any other expense. But as no two shops are run exactly alike, the problem of keeping each department separate and making each pay for itself is one which is strictly up to the management of each concern.

Mark Twain had three rules for writing. The first was "Write," the second was "Write" and the third was "Write." Likewise there are three never-to-be-trifled-with rules in the printer's game. They are, firstly, "Work"; secondly, "Work," and thirdly, "Work." Now, with work for a basis of success, it remains for the master hand to separate, divide and direct into the proper channels so as to concentrate and produce best results. There is a way whereby it requires two units of effort to produce one of result: inefficiency and lack of system. There is also a way whereby one unit of effort may produce two of result: system and efficiency.

There is no good reason why, in any town or in any plant, a newspaper and job-printing department should be combined under one management and put out by one general staff of

printers. If there is not enough job-work to be had in the town to keep the jobbers busy, and a demand for more of the better kind can not be created, it were better to dispense with some of the equipment. But that which is retained should be kept busy all the time. It is seldom that a good salesman can not create some demand for the better class of printing. And here again comes up a big question.

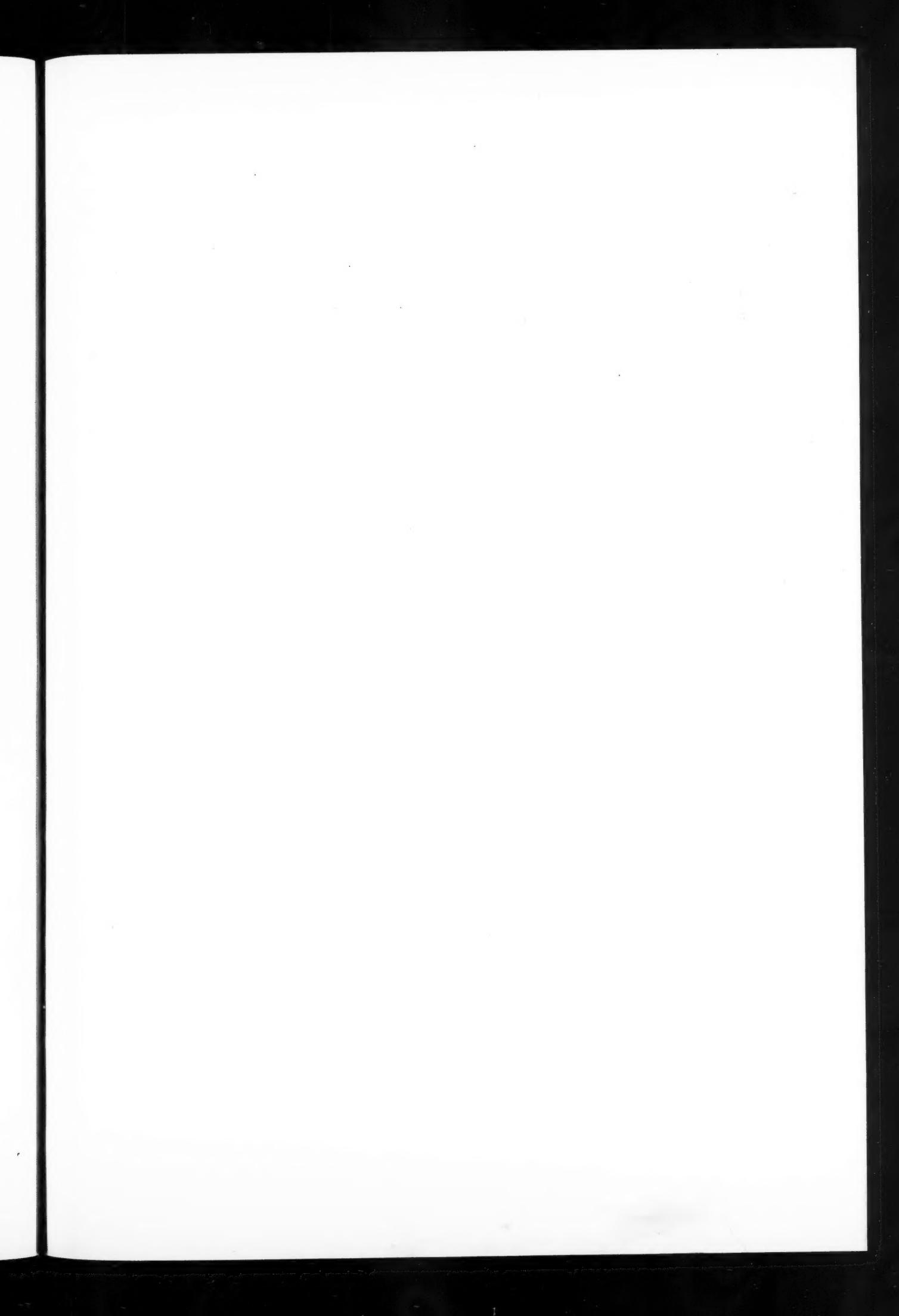
The man who knows newspaper advertising well enough to make a good solicitor should stick to it and specialize in that line. It is seldom indeed that we find an advertising man whose ability can not be improved. The selling of good printed-matter is a problem for the practical man who knows and understands the ins and outs of creating printed-matter. There are too many men who try to combine advertising soliciting and printing salesmanship. They don't mix. A man may be ever so good a salesman so long as he has his set of figures to sell space by. Printed-matter is not sold by the square inch, the number of words or lines, nor the number of insertions. In other words, and in terms which some one has spoken, "one sells a specially created manufactured product — the other sells necessary contributions to the representative of the public at so much per."

In this day of specialization and efficiency testing, not only should each plant try to specialize on some one particular output, but each man employed should likewise specialize in his particular calling.

## Study



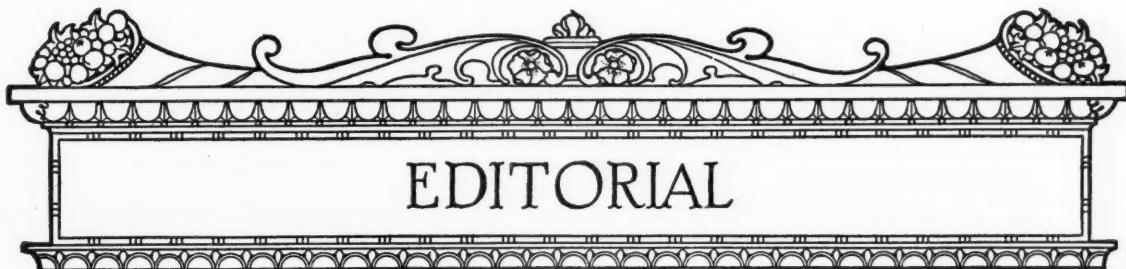
HE that studies only men, will get the body of knowledge without the soul; and he that studies only books, the soul without the body. He that to what he sees, adds observation, and to what he reads, reflection, is in the right road to knowledge, provided that in scrutinizing the hearts of others, he neglects not his own.—COLTON.





THE USE OF COLOR AS APPLIED TO CATALOGUE  
ILLUSTRATIONS.

Printed by the Henry O. Shepard Company, Chicago, from four-color process plates made by the  
Zeese-Wilkinson Company, New York city. Ault & Wiborg process inks  
used. Shown by courtesy of Cluett, Peabody & Co.



A POINT strongly emphasized by one of the speakers at the Chicago convention during September was that printers must sell service in addition to printing, and that they must get paid for that service as well as for the printing. This is a matter that should receive the serious consideration of all proprietors of printing-plants. The printer who is equipped to sell service as well as printing does not find it necessary to take work on the competitive basis, and the sooner work taken solely on the competitive basis is eliminated the better it will be for the industry in general.

#### Is Printing an Essential Industry?

Is printing a non-essential business, or is it an essential business? This question is raised after reading War Bulletin No. 29, issued by the Chamber of Commerce of the United States, through its Committee on Coöperation with the Council of National Defense. The bulletin is reprinted elsewhere in this issue.

In a certain sense, printing is non-essential; that is, so far as furnishing materials and supplies for the conduct of the war is concerned. On the other hand, printing is an absolute necessity, both to the welfare of the business institutions and to the people of the country. Furthermore, printing is the most effective means — the only means, in fact — by which the various branches of the Government can disseminate their messages and the other information which must be imparted to the people of the country, not only for awakening them to the seriousness of the situation, but also for creating widespread interest and action in connection with their plans for the successful prosecution of the war.

As has been set forth in another article in this issue, "The public must be enabled to read in its newspapers and periodicals of the need for a big army; the man on the street must be 'sold' on the Liberty Loan by means of posters; window-cards are needed for the Food Administration; and printed-matter circulating freely is the very life-blood of the Red Cross."

In times of war, it is essential that the morale of the entire population be maintained at the

highest degree. One hears of the morale of troops on every hand. Spirit has much to do with victory or defeat. The morale of those at home is as important as that of the troops in the trenches. The recent Russian collapse was in part due to unrest, a low state of morale, behind the fighting lines — in the centers of population. The army did not go to pieces first, we are told. The people listened to pro-German agitators, who swayed them because times were hard, shops were closed, people idle. Men and women who are busy, who are able to maintain their homes with the minimum of disadvantages unavoidable in war times, do not easily fall victims to such parasites, hungry for power and expecting to ride to it on the crest of dissatisfaction.

If the war is to be won, and it will, money must be raised in billions. Liberty Bonds must be sold, and the Y. M. C. A. and the Red Cross must have funds, and more funds. To subscribe to these meritorious causes the people must have money. To have money they must have work.

Manufacturing must continue to provide employment for the people. Goods must be sold to enable manufacturers to make more. One man must have money to buy what another is making. Here, then, is the secret of maintaining a high morale in the people at home. Its truth can hardly be denied.

Realizing, then, the importance of printing as a selling force, is not printing essential to the successful prosecution of the war?

While many of the industries of the country will, of necessity, be devoting their entire production to war materials and supplies, they will, at the same time, require printed-matter. It is also essential that the various manufacturers continue their publicity campaigns — curtailed to some extent, possibly, though the consensus of opinion seems to be that they are going ahead as usual — in order to maintain their standing in the business world and be ready to resume normal operation the moment the war is ended.

With large numbers of our young men leaving the ranks of industry and going to the front, and many others leaving their regular occupations to

devote their time to work in plants that are producing the materials of warfare, manufacturers will be forced to devise ways and means for continuing the distribution of their products, and printed-matter—advertising—presents the most logical method for doing this in the most efficient and economical manner.

It is certain there will be curtailment in some classes of printing. This is to be expected. But, taken as a whole, the printing industry must go forward if other industries are to go forward and we, as a nation, are to assume our rightful place in international trade after the war.

We must not lose sight of the fact that greater results will be expected from the printed-matter that is produced, however, and that this will demand a higher grade of work than heretofore. Printed-matter must be made to put over its message in the most effective manner possible. It must be made to attract immediate attention and to force action—to produce results. By all means, it must be made to "keep out of the waste-basket." Elimination of waste is an absolute necessity—and this applies to printed-matter as well as to other things.

This will require extra thought and study on the part of printers, and printers can render valuable service to their customers, and also to the country, by assisting them in producing their printed-matter in such a manner that it will produce results efficiently and economically.

In common with all other industries, the printing industry stands ready to sacrifice to the end, but it is to be hoped that no action will be taken that will seriously cripple it.

#### Second-Class Postage Rates.

From all indications, it is evident that a strong effort will be made after Congress convenes early in December to have the new schedule of second-class postage rates readjusted, if not repealed. Surely no one can be opposed to a fair and proper taxation during times of stress such as the present, but, as passed at the last session, the increase in second-class rates is far from being "just and proper"—it is beyond reason. As has been stated on numerous occasions, the increase will work a hardship on the publishers of the country, and, in view of the other taxes which they will have to pay, and are willing to pay, will force a large number out of business. This will react heavily on the printing industry, which will also be seriously affected in other ways by the increase.

One of the strongest arguments presented in favor of the increase in second-class rates was that the Postoffice Department was losing money,

and that this loss was caused by the second-class mail. This question has been handled so effectively in an editorial appearing in *Newspaperdom* (issue of November 8) that we give it in full here:

"We do not know how those senators who helped push through the new postal regulations will reconcile themselves with the action of the Postoffice Department in turning over to the Treasury Department a surplus of \$9,000,000. From boyhood we have been told that the Government ran the Postoffice Department for the benefit of our people solely, and that the matter of making profits out of the system was foreign to the subject. And yet, with higher prices in mail transportation, wages, postoffice rentals, etc., we now learn that the Government earned \$9,000,000 the last fiscal year. The *New York Times*, commenting on the big postal revenue profit, said:

"The Postoffice Department has turned into the Treasury a surplus of \$9,000,000, declared to be the largest in its history, and which, according to those opposed to the increased postal rates imposed in the Revenue Bill, is a direct refutation of the contention that there was a deficit in the system, due mainly to second-class matter which was carried at a loss of \$80,000,000 a year.

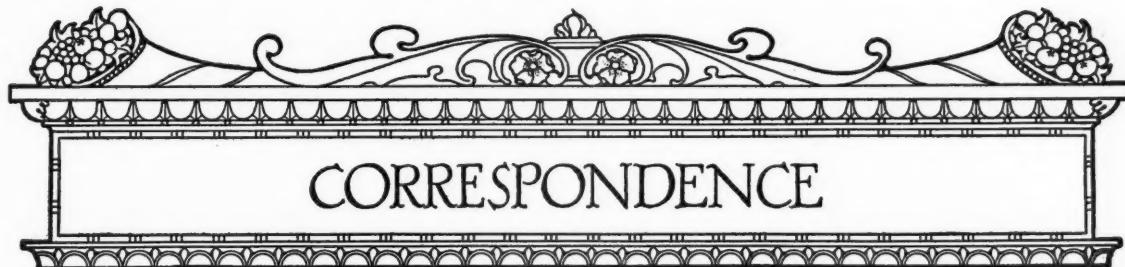
"The great surplus earned by the department shows that there was no great need for increased rates on all kinds of matter. In other words, the increased rates made in the last bill were merely for taxation purposes and had no bearing upon the condition of the Postoffice Department, which was not intended to be a money-making part of the Government.

"If the same ratio of business is maintained in the next fiscal year, it is estimated that with the increased rates on all kinds of mail the surplus will not be less than \$75,000,000. The experts for the Government, in making up the Revenue Bill, estimated that the increases would bring in \$60,000,000. The rate on second-class matter, which during the present fiscal year was one cent a pound, was more than doubled in the Revenue Bill, the rates being increased to one and one-fourth cents a pound for news and literary matter, and the advertising matter carrying rates starting with one and one-half cents and going as high as eight cents, according to zone.

"The zone rates are the same as those of the parcel-post zone system. First-class matter is increased fifty per cent by the Revenue Bill, the rate of two cents an ounce being increased to three cents. Drop-letters hereafter must carry a two-cent stamp, and postal cards will be two cents. The report of the Postoffice Department showing this extraordinary surplus will undoubtedly be used by Senator Penrose as a strong argument for a revision of the Revenue Bill dealing with postal rates. After the bill had been enacted, Senator Penrose declared that the increase in the postal rates was unjustified, and that he would move to have it amended in the coming session.

"Mr. Penrose said that he would present a bill to the Senate next session to modify not only the rates on first-class but also on second-class matter. He believes that there should be a slight increase on second-class matter, but only after a careful inquiry, and after it has been accurately ascertained what it costs to carry second-class matter. The figures, always referred to by the Postoffice Department, namely, that it costs the Government \$80,000,000 a year to transport newspapers and periodicals, are not accurate, Senator Penrose has always contended. The report presented will probably supply the next Congress with the most convincing argument against the rates imposed in the last Revenue Bill, and a complete reorganization of the Postoffice Department may result from the disclosures, which were a surprise to congressmen."

Another editorial paragraph in the same issue, on which we would place additional emphasis, states that, "With the date for the reconvening of Congress but a few weeks distant, it behoves newspaper publishers [we would also add printers and publishers in general] who desire a repeal or rearrangement of the new schedule of second-class postage rates to bestir themselves to organize for a most active campaign of protest. Senator Smoot and various other congressmen have promised to support the newspaper cause, but it may just as well be understood in the beginning that only very vigorous effort, and effort dating from the very day Congress opens, will result in a satisfactory reopening of this second-class rate question."



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

**"SIMPLIFYING ORIENTAL LANGUAGES."**

*To the Editor:* LONDON, ENGLAND.

I have read with great interest the article in the August number of your journal entitled "Simplifying Oriental Languages," by Mr. Willis B. Hall. The success achieved by Dr. David Lee in adapting the Korean alphabetical script to modern typographical usage is one upon which he may justly be congratulated, but it does not appear to solve the larger problem referred to by Mr. Hall, namely, the application of an alphabetical system to the ideographic writing of China and Japan. The Korean syllabary, ancient as its origin is, has never been favored by the literary class in Korea, who pride themselves upon their knowledge of the Chinese script. All official documents, at any rate previous to the Japanese occupation, were written in the Chinese script, the alphabetical form of writing being considered only fit for the use of women or illiterate men. Professor Hurlburt, Mr. Hall tells us, is of opinion that this script can be applied to the Chinese and Japanese languages; but it is admitted that the proposition is open to question, and in any case it seems most improbable that either China or Japan would be inclined to utilize the despised script of a small nation, subject at one time or another to both empires, in the reproduction of a written language of which they are so rightly proud. As a matter of fact, neither the educational authorities of China nor of Japan are in favor of simplifying their respective ideographic writing with its vast store of literature. In Japan, where education is compulsory as well as thorough, all children are taught to read and write, and the great newspaper press of that country demonstrates the universality of the knowledge of the Japanese script. In China, compulsory education exists in theory but is very far from being universal or systematic, and it may safely be said that out of a population variously estimated at from three to four hundred million people, not twenty per cent can either read or write, and it must be many years before an appreciable reduction can be anticipated of this enormous proportion of illiterates. As Professor Hurlburt justly observes, China needs an alphabet, though I would qualify this assertion by saying that uneducated China needs an alphabet, and he is echoing an opinion that has been held by missionaries and others for the past fifty years and more. The Japanese scholar in Hawaii who prints Japanese in roman characters has made no new discovery, for the same process has been adopted by missionaries in China for many years. But this plan has found few adherents, as it is open to the objection that no agreement can be come to as to the standardization of the spelling to be adopted, while diversities of dialects add to the confusion. Of late years attempts have been made, chiefly by Chinese

students educated abroad, to construct a Chinese alphabet based on the Japanese *kana*, while one ingenious Chinese has applied a system of shorthand to the solution of the problem. But, with the exception of "romanized" Chinese, which is admittedly ineffective, all these systems suffer from the same disadvantage: they can not be adapted to the linotype machine or to the typewriter, nor do they lend themselves to the production of variations of dialect. This difficulty has been overcome by the ingenuity of Messrs. Legros and Grant, linotype inventors, who have made use of a system invented by a native Chinese scholar and already in use in certain parts of China, magazines and pamphlets being printed in the script from movable type. A full description of this script and the method of its application will be found in their recently published book, "Typographical Printing Surfaces," by Legros and Grant (Longmans, Green & Co., pp. 495-514), which was reviewed in the March number of your journal (p. 815).

I am induced to address you on this subject in order to correct an impression, which Mr. Willis Hall's interesting paper appears to me to convey, that the problem of reproducing Chinese ideographs in an alphabetical form suitable for the linotype machine has not yet been solved. My share in its solution was limited to the introduction of the Chinese script, which they have adapted, to the notice of Messrs. Legros and Grant, and to an explanatory memorandum on the method of using it which they have reproduced in their book. They have successfully dealt with this type on a linotype machine, and the Remington Typewriter Company, of New York, has already produced, under the supervision of Messrs. Legros and Grant, a typewriting-machine which is fitted with this type, and has been used with complete success. Moreover, I understand that a well-known British typewriter company has made arrangements with the inventors and patentees for the production of machinery equipped with this type, the form of the component characters of which, as stated above, is of Chinese origin and, therefore, not altogether unfamiliar to the Chinese.

The mechanical difficulties encountered in the application of the system to the linotype or other typesetting and composing machines are of the same nature as those overcome in adapting the system to the typewriter. These difficulties are so great that they would have prevented the practical possibility of the application of this system in its original form as presented by the Chinese inventor, owing to the large number of combinations of characters or symbols which were required. This difficulty exists also in the Korean characters, and though of less magnitude, evidence of its influence appears in the later forms of Dr. David Lee's adaptation to composition, in which it

is stated that he intends "to inaugurate a further change of reading from left to right instead of from above to below." In other words, it appears that Doctor Lee proposes to adopt the European method of reading the line horizontally instead of the universal native method of reading from above to below. The system of Messrs. Legros and Grant retains the perpendicular method of reading.

The influence of the composing-machine on European composition has shown itself in the change made in the representation of fractions by the elimination of the horizontal bar. Whereas fractions formerly read downwards (as  $\frac{1}{4}$ ), in ordinary composition the solidus is now used, and they read horizontally (as 1/14) where machine composition is used. This has doubtless suggested the horizontal system to Doctor Lee.

Why, it may be asked, if this system is so simple and so easily acquired, has it not been adopted by the Chinese? The answer to that question lies in the fact that the assimilation of new ideas and the adoption of novel methods is a slow process in China. Moreover, it is by no means an easy matter to move the Government of China to take up an invention, system or innovation that does not appeal to their sense of fitness. If the simplification of Chinese writing met with the approval of the lettered class, a system of one kind or another would certainly have been introduced into all the public schools of China. Until the Government can be aroused to an appreciation of this important question, it must be left to the foreigner in the land to bring about the desired reform by personal effort and united endeavor. Unity is the great difficulty where there is diversity of opinions and theories as to the merits of this, that or the other system. Meanwhile I venture to think that Messrs. Legros and Grant are entitled to the credit of having solved a problem which has hitherto baffled so many attacks.

WALTER C. HILLIER.

NOTE.—We are glad to receive and present to our readers this interesting letter from the eminent authority, Sir Walter C. Hillier, who was formerly Chinese Secretary to His British Majesty's Legation in Peking, and at one time Consul-General in Korea. Sir Hillier, we are advised, is held in the highest esteem in China, and is regarded by the Chinese Government as the great authority on matters pertaining to the relationship of the British Government with the Chinese.

#### IS THE COST SYSTEM OVERDONE?

To the Editor:

COLUMBUS, OHIO.

After many years' experience in printing-offices where they have had cost systems and in others where they have had none, and seeing both sides of the picture, I am convinced that a great deal of the so-called need of system can be summed up in the one word, "bunk"—we can look a long way before a more fitting word presents itself.

A man with a sharp pencil can prove a great many things in theory that, judged by a firm's bank account, are very poor in practice. For example, we are told on all sides we should get at least \$1.50 per hour for composition, and he can also prove to us, on paper, that that is a very conservative figure; but when he goes out in competition with these figures he is badly beaten, not only by his own local competitors, but by others from cities much larger and where wage scales and rents are much higher.

The old adage as laid down in the Golden Rule should apply in our game as in others, but how many of our men would knowingly buy goods in a store where they knew

the percentage of profit was from one hundred per cent to one hundred and twenty-five per cent? Not one.

Still, we estimators and salesmen are confronted with this same thing every day of our lives.

For example, our wages in the composing-room are \$24, or 50 cents an hour for a forty-eight-hour week. Say we double that, which gives us \$1, and then we are supposed to add twenty-five per cent to that, which makes it over \$1. Of course, you all cry in unison, "How about our non-chargeable time?" I say that is your fault, not the employees'. You would not, if you knew it, shoulder other people's losses.

If you look back over the span of years to your journeyman days, the "old man" did not have an elaborate system, but, in many cases, he left an establishment that is still doing business every day, and, better still, it made more money in proportion to the size of the plant than that firm is making now.

I am not against cost systems, but I am against the oversystematizing, or letting a cost system run away with good judgment and business. You can not make me believe a concern in a small city, where rents and wage scales are lower, must charge such outlandish high prices, even higher than in the larger cities where rents are from three to four times higher and wages from \$5 to \$10 more.

Speaking of our non-productive time, how much has our high-percentage neighbor, the druggist? None. The moment his clerk or clerks have finished with a customer they immediately start filling capsules and putting up tinctures, etc. And they usually are members of a union, too.

The most successful printer I know took the weekly wage of his highest-priced man in each department and multiplied it by two, and has used that basis as his selling price in all the eleven years of his business life—and he spends three months each year in travel, owns two automobiles, his own home, and not a cent on his plant, nor does he have to solicit a cent's worth of business.

How about you, Brother Printer?

H. P. DEFOREST.

EDITOR'S NOTE.—For an answer to the above letter, we refer our readers to the article appearing on page 345, under the Cost and Method Department.

#### REFERRED TO EMPLOYING PRINTERS IN CENTRAL OR WESTERN IOWA.

To the Editor:

ANAMOSA, IOWA.

Please send me your catalogue of books for printers, also information about the I. T. U. Course, and please place my application in The Man and the Field Department for December issue, as I am due for a parole the first of that month. I have had three years' experience in shops before coming here, and while here have spent two years under a competent instructor. Have spent the past eight months reading proof on jobwork and books; can operate Gordon presses and am good on job and ad work. Prefer work in the office of a small weekly paper or a job-shop. Must be in the State of Iowa, and employer must be willing to sign my parole papers and hire me for at least one year. Would prefer work in western Iowa or in the central part, close to Des Moines.

A CONSTANT READER.

EDITOR'S NOTE.—As The Man and the Field Department has been discontinued, we gladly give this space for the application, and believe the opportunity sought will be forthcoming. Any employer who desires to offer this young man an opening can get in touch with him by addressing No. 7879, Box B, Anamosa, Iowa.

Compiled for THE INLAND PRINTER.

**INCIDENTS IN FOREIGN GRAPHIC CIRCLES.**

BY OUR SPECIAL CORRESPONDENT.

**GREAT BRITAIN.**

IT is estimated that nearly five million dollars' worth of printing is produced every week in the United Kingdom.

SAMUEL ELLIOTT, who was the founder of the New York *Daily Graphic*, has succumbed to injuries received in an automobile accident in London.

LAST year the War Office put a ban on mailing Christmas and New Year cards to the United States and Canada. For this year the order has been rescinded.

ACCORDING to late statistics, the number of organizations in Great Britain representing the printing, bookbinding and allied trades is twenty-six, with a membership of 92,509.

THERE is not much demand now for advertising matter in the shape of catalogues, calendars, etc., and art printers and lithographers are worse hit than any other branch of the graphic trade.

THE Paper Commission has made an appeal to the public to use fewer pasteboard boxes. Owing to the increasing employment for war purposes, drastic reductions in general manufactures must be made and the people are asked to coöperate to achieve the object in view.

IT is reported that book publishing is almost at a standstill, except in the case of war novels now being issued at a minimum price of about 1 shilling, instead of 6½ pence, and these are printed on a cheap quality of news-paper. Still, there is plenty of literature of all kinds in the shops, often at pre-war prices.

THE London *Financial News* says that the morning newspaper reader should not forget the courage of the army of editors, sub-editors, proofreaders, compositors, pressmen, etc., who nightly work for his benefit in an area which may be bombed at any moment. The public is so accustomed to its newspaper that it is apt to forget the conditions, demanding a considerable degree of something that is not far short of heroism, under which it is at present produced.

THE Liverpool *Post* reflects upon an "enterprising" practice of certain London papers, of which examples may be found daily without trouble. For instance, one used a picture of a workyard containing smashed machinery, twisted iron, debris, and every indication of a fierce cataclysm, as an illustration of the effects of a bomb thrown from an enemy aeroplane. As a matter of fact, it was a photograph showing the damage done by a boiler explosion.

SINCE the war began the British and Foreign Bible Society has provided over sixty million Bibles, in sixty languages, for use in camp, trench, dug-out, barrack-room, prison, battle-ship and hospital, for friend and foe, at a cost of £257,263, and will require £30,000 more for 1917, to provide which an emergency fund has been opened. Seven new languages have been added to the translation of the Bible, making the total number of versions 504. One recent version is in Hakka, for use by fifteen million Chinese. The number of Bibles circulated in 1916 was 9,539,235.

A STATEMENT was made before the Somerset Tribunal that the Typographical Society refused to permit women to take the places of men as monotype operators. Referring to this, the secretary of the Typographical Association explains that the society did not object to women

working as printers so long as they served their time at the trade as men did. To work a monotype machine a man had to serve a seven years' apprenticeship, and he was not allowed to go on the machine until the last two years of his apprenticeship. The society could not agree to women coming in without serving the same apprenticeship as men, but was prepared to consider the admission of women on that condition.

**GERMANY.**

IT is reported that another increase in the price of glycerin was made since July 1, and that it now costs 12 marks per kilogram (\$1.40 per pound), equal to about 1,000 per cent of the pre-war cost.

SOME German paper-mills seem to be prosperous. The Ammendorf Papierfabrik declared a dividend for 1916-17 of thirty-six per cent; the Cröllwitzer Aktien-Papierfabrik sixteen per cent for its past fiscal year, and the Kartonagen-Industrie in Dresden-Loschwitz twenty-eight per cent.

SPEAKING of a largely used paper substitute for cloth, a correspondent from Germany says that scraps of linen, cotton and woolen materials, carefully collected, are employed in its manufacture, though it is composed principally of wood-pulp, obtained mainly from Sweden. It is almost indistinguishable from linen or other real cloth, and it is made moisture-proof; also sometimes dyed, to render it attractive in appearance. When woven it is used for tent covers, sacks and sandbags, also for workmen's costumes, blouses, etc., and children's clothing; it is also capable of being used for ladies' dresses. The paper, before being woven, is cut into strips three-sixteenths of an inch or so wide. The threadmaking is done on ring-spinning or twisting frames. At first the Government did not want this paper material, but now it is much requisitioned for military purposes, and even the remnants are collected and used the same way as remnants of cotton, linen and woolen cloths.

**FRANCE.**

THE *Chicago Tribune* publishes a daily "army edition" in France, for circulation among the American troops.

THE shortage of paper situation in France being so acute, another official decree has been issued, which raises the price of Parisian daily papers which were formerly sold at 1 cent to 2 cents. It is expected that this advance in price will cut the circulations of the papers by forty to fifty per cent.

FRANCE has a number of newspapers which have passed their hundredth year of publication. The *Journal de Havre* is 166 years old, the *Journal de Rouen* 156 years, the *Journal du Cher* 115 years, *L'Echo de la Mayenne* 105 years, the *Progress de l'Oise* 101 years, and the *Journal du Loiret* has just celebrated its centennial.

A RUSSIAN chemist at Paris is said to have invented a new printing-ink, which has the property of fading away completely in a short time. The great advantage of this invention would be the possibility of pulping the paper already containing print and using it over again for making new paper, without, as at present, any considerable loss of bulk due to the indelibility of ordinary ink.

THE Norwegian paper-mills have annulled their contracts with the French press for furnishing paper, on the ground of *force majeure*. The Swedish Government prohibits the export of manufactured paper and Swedish mills have taken advantage of this to annul their contracts.

The French press has received from Scandinavia about fifty per cent of its paper, and the above action hits it very hard, indeed.

ACCORDING to late governmental regulations, newspapers selling at 5 centimes (1 cent) a copy may not have pages measuring more than a .0643 square meter (these may issue two-page sheets on Mondays and Tuesdays, and only four pages on other days); of those selling at 10 centimes (2 cents), those whose pages measure not over .1852 square meter may issue four pages every day, and those with a page surface between .1852 and .2040 square meter may issue only two pages on Mondays and four pages on other days, while those having pages larger than .2040 square meter may issue only two pages on Mondays and Tuesdays, and four pages on other days. It is also ruled that political weeklies and semi-weeklies may be sold at 5 centimes per copy, the days of publication being optional, and shall not contain over two pages per issue.

#### ITALY.

COMPELLED by the higher cost of living, the union printers of Rome recently demanded advances in the wage-scale. These were granted by the newspaper offices. The job-offices balked, however, and tried to get the Government to have such offices as were doing military printing placed under martial rule, so that the men could be restrained from striking. But the Minister of War decided that but one establishment could be recognized as a war-printing office. The proprietors being still obdurate, the men finally struck. After being out eighteen days, and causing much excitement among the working population, the prefect called to his bureau the delegates of the masters and of the men, and after discussing the dispute with them peace was made and a new wage-scale, to be in force three years, was signed. A large part of the men's demands was conceded.

A RECENT governmental decree puts the production and distribution of paper under the control of the ministry of industry, commerce and labor, and states that the commission instituted last year, in connection with this ministry, shall assume the name of Central Commission of Paper. The ministry, with the approval of this commission, may, among other things, (a) fix the quantity and types of paper for newspapers and paper for public administration which the different factories shall furnish; (b) fix the prices of paper for newspapers and for public administrations, and eventually the maximum prices for the sale of paper to the public; (c) requisition and operate paper factories either entirely or in part; and (d) fix the number of pages of newspapers, reviews and other periodical publications, and in general issue regulations for insuring economy in the use of paper in Italy.

#### SWITZERLAND.

THE Federal Council has issued a decree prohibiting the exportation, except by license, of cardboard covered with natural-colored paper; printed paper and cardboard, whether typographed, lithographed or otherwise; cut pieces of cardboard for mounting photographs; boxes for packing; cardboard tubes not covered, printed or not; cardboard, etc., cut out for boxes, except (1) cardboard cut in sheets less than  $\frac{1}{2}$  square meter, (2) cardboard cut on the four sides, and (3) tissue-paper weighing 25 grammes or less per square meter, cut; cardboard and paper for jacquard looms; calendars stuck on cardboard, and block calendars; cardboard wares not especially mentioned in the Swiss customs tariff; paper bags and capsules and envelopes.

#### NORWAY.

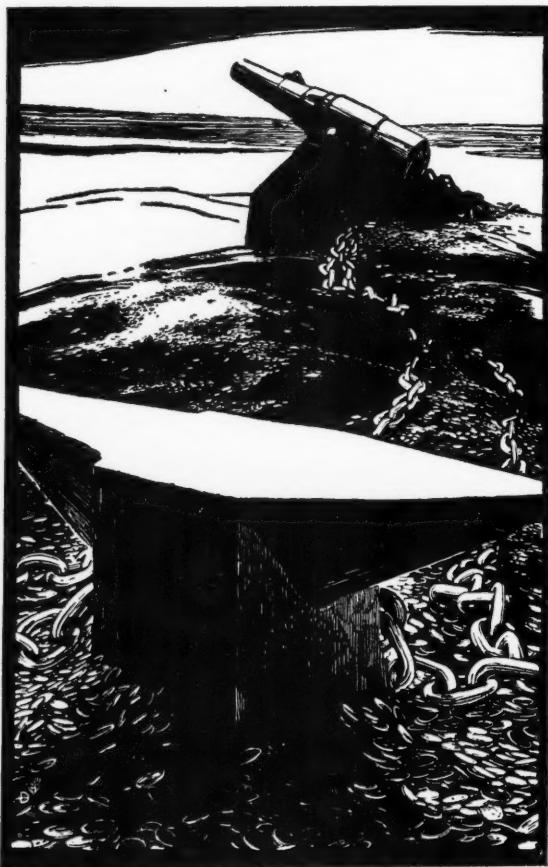
SINCE the beginning of the war the paper-mills of this country have been supplying the Norwegian press with paper at less than the cost of production. The export barrage by German submarines has had such an effect on the mills that only one-third of the machines have been kept running. The high cost of coal and other raw materials rendered it necessary for them to demand a readjustment of the prices for home consumption. Thereupon the Government and Parliament took the matter in hand and passed a law obliging the mills to supply each journal with paper at prices fixed by the Government. The mills will also have to furnish paper for schoolbooks at the same prices.

#### DENMARK.

IT is reported that an inventor working in this country has discovered a way of making news-paper from seaweed. The new method is said to entail but half the cost of making paper from wood-pulp.

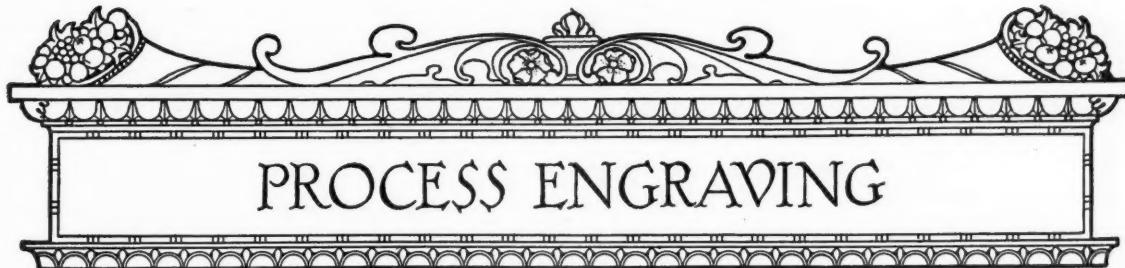
#### HUNGARY.

INFORMATION comes through an indirect medium that the Government has requisitioned from printers ten per cent of their metal type, presumably to be melted up for ammunition.



Drawing by Duilio Cambellotti for a Propaganda Booklet Published by the "Credito Italiano," on the Occasion of the Fourth Italian War Loan.

Reproduced from the supplement to *Il Risorgimento Grafico* (Milan), announcing the publication of the book, "Un' Arma per la Vittoria" ("A Weapon for Victory"), an elegant edition in Italian style containing reproductions, in black and in colors, of the best specimens of the propaganda issued by the banks during the Italian War Loans.



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

#### "Cutting Solution."

J. E. Burgert, Fairbury, Nebraska, writes: "I read with interest everything in the 'Engraving Notes' of THE INLAND PRINTER, though I am not an engraver, but am practicing other branches of photography. I am desirous of learning how to make the 'cutting solution,' to adapt it to a new process in photography."

*Answer.*—Here is a formula for cutting solution which was in use before the war made the cost of it so great that many substitutes have come into use: A—Water, 10 ounces; potassium iodid, 1 ounce; iodin, crystals,  $\frac{1}{2}$  ounce. B—Water, 10 ounces; potassium cyanid,  $\frac{1}{2}$  ounce. For use, take  $\frac{1}{2}$  ounce of the iodin solution (A) in 10 ounces of water and add some of solution B slowly until the iodin solution just becomes colorless, and you have a cutting solution.

#### Seals, Dies and Stamps.

C. M. Peters, Dallas, Texas, wants "Some light on making seals for notaries public, corporation seals and emblem seals. What does an equipment consist of for manufacturing same? What kind of metal is used in making seals and dies? I never miss a copy of THE INLAND PRINTER."

*Answer.*—The outfit is worthless without a competent workman who has learned the trade of seal and die cutting, and men skilled in the art are in demand. The work is done by cutting the letters or emblem wanted in brass or steel, and the tools used are fine chisels and a hammer, as well as gravers and punches. Unless one has learned the trade, he should not undertake the work. It is much more satisfactory to send seal and die cutting to a firm making a business of it than to undertake the work on a small scale.

#### A Welcome Substitute for Deadly Cyanid.

John A. Kohler, superintendent of the engraving-plant of Blomgren Brothers & Co., Chicago, has, after much experimenting, found a substitute for the cyanid fixing solution. Cyanid, as is well known, is one of the deadliest of poisons, while its fumes are unhealthful to breathe. It is claimed this substitute is not only non-poisonous but is harmless to health. Cyanids of both potassium and sodium went as high as \$3.50 a pound last spring, and it is likely they never will return to the price that prevailed before the war. The substitute costs but five cents a pound and should never go higher. The substitute is used in the same manner as cyanid, only that it must be heated to about 140° F. to work properly.

Mr. Kohler has decided on a unique method of marketing his discovery. His plan is to interest a majority of the manufacturing photoengravers in this substitute and

charge each a moderate sum, based upon the number of cameras in use. Employers should write to John A. Kohler, Blomgren Brothers & Co., Chicago, at once, so that he may receive sufficient responses to release the formula for the substitute simultaneously to all those who pay for it. Here is an unusual opportunity for employers to do something for themselves and for those who are obliged to use cyanid, that most dangerous of chemicals.

#### Photographing on Wood.

John F. Tammany, Brooklyn, writes: "I should like to know about photographing on wood. Am working with a formula that does not give satisfactory results, and write to have you suggest a simple one. Would also like to know if there is a field worth while for such work."

*Answer.*—The best way to photograph on wood is by the wet-plate process, making a positive and transferring it to the wood, which should be prepared with a surface of gelatin and whiting. When the collodion film is dry on the wood, the collodion can be dissolved away with a mixture of alcohol and ether, or the collodion can be made so thin that it does not interfere with the graver. If you want the method that will suit your facilities best, consult, in a library, this department of THE INLAND PRINTER of the following dates: June, 1900, page 378; September, 1900, page 807; April, 1903, page 80; December, 1903, page 395; August, 1904, page 701, and November, 1911, page 903. As to the field for such work, there are not many wood-engravers, and the old-timers have a photographer who "has always done their work."

#### Lenses Wanted by Uncle Sam.

Some time ago readers of this department were warned to take care of the lenses made of Jena glass in their possession, as no more of that glass could be had until a long time after the war and no country was able to make a substitute for it. At the beginning of this year the writer searched New York city, in company with a United States officer, to find a lens, corrected for color, with prism, to cover a 24-inch plate, without being successful. Were it not for the fact that an extra lens and prism were found in one of the departments in Washington, they might be searching still, such is the scarcity of unemployed lenses. It is likely, if the war continues, that a federal survey of all photographic lenses and prisms in this country will be made, so that those not in actual use may be commandeered for army and navy uses.

For the great fleet of aeroplanes now being constructed, the Government requests that any one possessing any of the following lenses notify the Photographic Division, Signal Corps, Washington, D. C., stating the selling price. The lenses most desired are: Zeiss Tessars from  $8\frac{1}{4}$  to

20 inches focal length, with working apertures of F3.5 or F4.5. Those lenses were made in Jena or by Bausch & Lomb in this country. Voightlander Heliar anastigmats of from 8½ to 24 inch focal length, with a working aperture of F4.5, are also wanted. What are required at once are anastigmat lenses of makes that are the quickest working possible. We should offer every lens we can spare to Uncle Sam and help along the time when there will be plenty of lenses at a much cheaper price than at present.

#### Masking Paper for Air-Brush Work.

L. de F., New Orleans, writes: "Am using the air-brush for special work, but have not been successful in finding the right kind of transparent paper for cutting out the masks used to protect portions of the drawing from the air-brush spray. The trouble is the paper mask does not lay down close to the drawing, but curls up at the edges. With straight lines I use brass rule to keep the paper in place, but with curved edges it is impossible to keep them down."

**Answer.**—There is a thin paper, made transparent with an oil varnish, that is admirably adapted for such masks. This can be secured from art stores. The perfect mask is made with such a tracing-paper covered on one side with a thin coat of rubber cement. The tracing-paper is pinned down on a board, laid flat, a pool of rubber cement is poured on the center of the tracing-paper and spread with the edge of a piece of square cardboard until the whole sheet is covered. This is put in a closet until the solvent of the rubber evaporates partially, which might take place over night. Masks are cut out of this rubber-coated paper and laid on the copy, with the rubber coating face down, and pressed until the rubber cements the paper to the drawing. This you will find to answer admirably. Rubber cement allows the mask to be pulled off after use, and every trace of the rubber cement will roll from the drawing by rubbing with the finger.

#### Reversing Dry-Plate Films.

L. Van Dyk, New York city, writes: "Several years ago you helped me out with a solution for stripping dry plates, and I want to redeem a promise I then made to contribute something of value to your readers. The collotype process I was working on failed to make good, but I did learn how to strip dry plates, no matter how old they are. And this is how I did it:

"Varnished negatives were soaked in denatured alcohol or methylated spirit until it dissolved away. I do not use hydrofluoric acid now, as I found fluoride of sodium to be so much cheaper and it does not go for the surface of the glass or your fingers as the hydrofluoric does. I flow all dry plates first with the photoengravers' stripping collodion and let it dry. Then I cut with a sharp knife point through the film all around and near the edge of the glass. I next pour enough formaldehyd solution (formalin) in a rubber tray to cover the negative and dissolve in it ten grains of fluorid of sodium for every ounce of formalin I use. The dry-plate negative is then put to soak in this formalin solution for a few minutes, or until the corners of the negative lift easily with a penknife. Squeegee on the negative a sheet of paraffin paper that has been laid in the solution over the negative for a short time. Then with the point of the penknife I loosen the film carefully as I turn back the paraffin paper to which the film is attached. Wet another sheet of the paraffin paper and lay the stripped film down on that so as to make a sandwich with the film in the center. Strip off the first sheet of paper and then lay the film down on a clean sheet

of albumenized glass, strip off the second paraffin paper after squeegeeing the film very carefully to the new glass support, rinse off with alcohol, and the job is done."

#### Gamboge for Stopping-out on Metal.

"Engravers," Cleveland, write: "We have recently installed a graining-box in our engraving department, but we are having trouble in finding the proper medium to use in stopping-out on the plates; that is, in covering up portions that we do not want to take the grain. We have tried gamboge and opaque, but neither of these seem to answer the purpose very satisfactorily."

**Answer.**—In the early days we used gum arabic exclusively, sometimes mixed with gum tragacanth, but gamboge proved to be superior. It may be that the gamboge you have is the cake variety, which is not as good as that which comes in rolls, called "pipe gamboge." The best quality is often sold in the bamboo canes in which it is collected from the tree. It should not be necessary, in heating the metal plate to fix the grain to it, to make the plate so hot that the gum used in stopping-out is burned in so as to become an enamel. Heat the metal plate only slightly at first, then wash off the gamboge under the tap with a wad of wet cotton, dry and heat the plate further to fix the grain firmly.

#### Lithography, Artistic, and the Other Kind.

"Modern Lithography and Its Tendencies" was the subject of an illustrated lecture by Albert E. Sterner before the American Institute of Graphic Arts at its October meeting. The lecturer held lithography to be the most autographic of all the printing methods, for every touch that an artist puts on a lithographic stone, either with crayon, pen or brush, is reproduced most faithfully in the print. He denounced the methods and tendency of present-day lithography, which uses fifteen to twenty printings, when it is possible to get along with so many less printings with great benefit to the vigor and artistic quality of the result. G. H. Buek, who has been a lithographer for half a century, followed Mr. Sterner and attempted to reply to his strictures on commercial work. The result was a debate which brought out the old quarrel between art and manufacture, between the artistic and the commercial. Mr. Sterner held that there is no such thing as "commercial art." Mr. Buek told how he once engaged the leading artists of the time to make the designs which he afterward reproduced so faithfully that even an expert could not tell the reproductions from the originals and customers would not accept them. On the wall behind Mr. Buek was the war poster by Mr. Sterner, titled "Over There." This was drawn on stone by Mr. Sterner in Mr. Buek's great lithographing-plant. Pointing to his poster, Mr. Sterner asked, "What would you do if you were offered that poster?" To which Mr. Buek promptly replied, "We would likely reject it." This the large audience enjoyed greatly. M. Saunders, who is superintending most of the lithographic posters for the United States Government, told of the difficulty of getting them to accept anything artistic. The editor of this department gave some figures on New York as the printing center of the world and why this Institute of Graphic Arts was essential. He recalled that the first illustrated daily newspaper in the world was begun in New York in 1873 and for the seventeen years of its life was printed lithographically. Some copies of the paper which we had on exhibition proved that we are not doing as well in illustrating today. One copy of the *New York Daily Graphic*, that of March 4, 1880, which he showed, contained the first half-tones ever printed in a daily paper.



Lettering and decoration from folder by Alpha  
Photoengraving Company, Baltimore, Md.

TO ITS LOYAL FRIENDS—ITS CUSTOMERS  
VARNUM & SAMUELS COMPANY  
EXTENDS YOU AN APPRECIATIVE  
WISH FOR A MERRY CHRISTMAS  
AND A PROSPEROUS NEW YEAR

E. W. VARNUM, President



### THE FRANKLIN ORGANIZATION

Most cordially extends to you and those associated with you Greetings of the Season, supplemented by the hope that during the year to come your business progress and prosperity will outdistance your fondest expectations.

THE FRANKLIN CO.  
CHICAGO, ILLINOIS



### Christmas Greetings

and a little reminder from the print shop that is always ready to serve you with the best printing for your advertising needs.



THE  
EXPRESS PRINTING  
COMPANY

Liberty, Indiana



**H**ark! the herald angels  
Announce the Christmas day.  
May it bring happiness to you  
To brighten all your way.

Findlay, Ohio  
1916

Mr. and Mrs. LaFayette Doerty



**FRIENDLY GREETINGS FOR THE  
CHRISTMAS SEASON  
AND ALL GOOD WISHES FOR A YEAR  
FULL OF HAPPINESS, CHEER  
AND PROSPERITY**

**MR. AND MRS. R. E. T. BOHART**



**Everybody at Our House  
Wishes  
Everybody at Your House  
a Very Merry  
Christmas**

*Mr. and Mrs. William Woods*



**B. Walter Radcliffe  
Extends to yo'all a Georgia wish  
for a  
Merry Christmas and  
Happy New Year  
1916-1917**

# COPY SUGGESTIONS

## for HOLIDAY GREETINGS



ANY printers will want holiday greetings for their own use; many also will be called upon by customers for suggestions. Not a few printers have developed the printing of holiday greetings to a point where the totals of the year's business have been increased to a gratifying degree. In the hope of being of service to our readers, we are quoting on this page a number of sentiments which are appropriate as copy for holiday greetings.

### Verse

We wish you a Merry Christmas,  
A Happy New Year too;  
Good store of cheer throughout  
the year,  
Good luck in all you do.



The same good hearty wishes  
I'm sending as of old.  
May Christmas come to you and yours,  
With blessings manifold.



Again at Christmas did we weave  
The holly 'round the Christmas hearth.  
The silent snow possessed the earth  
And calmly fell on Christmas eve.

—Tennyson.

### Business

The spirit of the season prompts us to express to you appreciation of our pleasant business relations during the past year and to most heartily wish you health and prosperity for the coming year.



THE SEASON'S GREETINGS. We thank you for being one of those whose friendly business prompts this token of appreciation.



GREETINGS. Let us resolve that in this New Year we shall make the most of time; that we shall be proud of each day's work and happy at the prospect of the labors of



tomorrow; that we shall carry happiness with us into our business houses and show a joyous heart to our neighbors; that each day shall find new progress made toward the goal of our ambition. And that at the end of the twelve months before us we shall find our homes better homes, our lives better lives and ourselves better men.



What a season is Christmas! All the good thoughts of the old year seem to find expression in our Merry Christmas and Happy New Year to you.

### Personal

Under favoring stars we look forward to the morning of a year of plenty. Accept my greeting, Good Friend, and my message—

Peace and Prosperity,  
Good Will and Good Cheer,  
Health and Happiness,  
Throughout the Year.



A Merry Christmas to you, and my sincere wishes that your New Year may be brimful of happiness.



I am sending you my sincerest wishes for a very Merry Christmas, and when Christmas day has passed away may the many good things I wish for you linger until Christmas comes again.



To voice the cordial feeling that I hold for you throughout the year, I send you this at Christmas, the festival of friendship. I wish sincerely that favorable winds may drive your bark upon prosperous voyages and bring you joy and health and happiness in all the rolling months.



This carries hearty good wishes for Christmas merriment and prosperity for the New Year, signed in advance with my hand and seal this twenty-fifth day of December, nineteen hundred and seventeen.



May you have the best of good fortune and the joy of a happy life, is my wish for your Christmas and the New Year.



BY BERNARD DANIELS.

#### Thinks the Cost System Overdone.

In the Correspondence Department of this issue of THE INLAND PRINTER there appears a letter from H. P. DeForest, in which he speaks very pessimistically of the benefits of the cost-system work that has been done throughout the country, and winds up by calling it "bunk."

Reading a little further, we find that the main trouble with Mr. DeForest seems to be the same that is worrying thousands of other printers all over the country, only he expresses it in a different way. They ask, "How can the other fellow do the work at the prices he takes it for?" Mr. DeForest boldly claims that they are right and the cost system wrong because they do take it. The acceptance of a job at a low price does not prove that price to be right; in fact, it does not prove anything but the intense desire of the printer to get that job. The fact that many printers who have been taking work at low prices fail each year does prove that they were wrong.

In another paragraph he revives the old theory that to double wages should give the right selling price. There was a time, years ago, when this was true, but it was a lazy and careless way of making prices that was absolutely dangerous. In those days the non-productive time and overhead amounted to about 60 per cent of wages, making the total cost 160 per cent, and 200 per cent was a fair selling price. That is to say, with wages at about 37 cents an hour, as they were then, 75 cents was a fair selling price for composition. But today, with wages at 50 cents an hour, as he states, the average overhead cost is nearly 200 per cent of the wage, making the selling price \$1.50. Experience has shown that at present few printers get 70 per cent productive time out of their composing-rooms—65 per cent is nearer the correct figure, and the total cost must be divided over the hours actually sold, or the printer must carry the loss. We know one or two shops that make a better showing on paper by charging for distribution as part of the job at the rate of 30 per cent of the composition time, and thereby get a higher rate of production and apparently lower cost, but no lower actual cost on the job.

His slur about the responsibility for non-productive time is only partially correct. If printers would provide the latest labor-saving methods, such as furniture, patent blocks, and other appliances, and introduce the non-distribution system, the cost of the productive hour would be decreased as well as the total cost of the job, especially if all jobs for which the plant was not properly equipped were refused.

Oversystematizing may be a real peril, but there are few printers in danger and such letters will not help to prevent it, for Mr. DeForest merely tries to tear down proved methods without offering any plan for rebuilding or improving the business fabric he destroys. He is entirely wrong about the druggist, for it is notorious that

the druggist sells his patent medicines at a very small profit and adds from 100 to 500 per cent to prescriptions and specials.

Now, as to his successful printer who takes three months a year away from his business: If he sold all his product at double the wages of his highest-paid employee, some of it would be sold at much more than double the wages paid on it, and by charging for the time taken in distribution, as was frequently done in the past, he could make a very satisfactory profit.

As an example of this, we will take the recently published figures of the United Typothetæ of America, which call for \$1.487 an hour for hand composition, based on 61 per cent production, and calculate the result of a larger productive percentage:

61 per cent productive.....	\$1.487 an hour.
70 per cent productive.....	1.295 an hour.
80 per cent productive.....	1.134 an hour.
90 per cent productive.....	1.008 an hour.
100 per cent productive.....	.907 an hour.

These figures show the value of the cost system because they point out just how the price, or rather the cost, may be reduced by more efficient management and the cutting out of the non-productive hour. Of course it is not possible for any plant to be 100 per cent productive—perfection is not human. But 90 per cent productive would produce the \$1 cost rate.

No doubt, Mr. DeForest has seen much bad pricing and considerable poor management and bum cost-keeping in his travels, in various print-shops, but he has only pointed out that jobs are sold for less than he figures or is willing to take them for, and that in times past successful printers have made money by selling at double the wage cost.

Ye editor, who is just rounding out a half century in the printing game, and has been executive and manager practically ever since completing his apprenticeship, having a record of success, and being recognized in two nations as an authority on cost and plant management, has yet to see a plant that has been successfully run for more than a few years without a cost system, or one that is at the present time making any money by trying to sell at double the wage rate by using any fair system of charging.

The actual facts are that the hour-cost depends upon the proportion of the hours purchased from the workers that are made productive, as shown above. The increasing hour-cost today is due to the facts that printers work eight and nine hours a day instead of ten and twelve, as they once did; that shop conditions have been improved and made more expensive by enforced sanitation and insurance conditions, as well as by workmen's compensation laws and more expensive tools. Thus the cost has risen from 160 per cent of wages to about 300 per cent.

Good management that will reduce the lost time to about one-half the present amount and increase the number of productive hours per man to 80 to 90 per cent will

make such a change in the aspect of things that we may again get in sight of a dollar hour-cost. But even then some fool printers would try to sell it for \$1.05 or \$1.10 because they think themselves so smart that they can produce at less cost than their neighbors with a cost system.

We would advise Mr. DeForest to really study the principles of the cost system and see how it points out just the things of which he is complaining, and also shows the way to remedy them. The wise printer will stick to the cost system and use it as a guide to good management as well as a monitor to tell him how low he can afford to sell his product without incurring a loss.

#### Why a Cost System?

A printer running a small shop in the West writes to ask why he needs a cost system and why he can not use the figures found by other shops of similar size to govern him in his price-making. He writes: "I have only two compositors, two pressfeeders and myself besides the stenographer, who does practically all the office work. There is no lost time in the shop, as I am always on the job and keep things moving, yet I do not seem to be able to make any money at the prices the other printers around here are anxious to work for."

The trouble with this printer seems to be the same as that with many others who write anxious letters about how the other fellow seems to be doing. They lose sight of the fact that the only plant they are interested in is the one they are running, and the only costs that affect them in any way are the costs in their own shops, and these they are either too lazy or too indifferent to find out about.

The first mistake these men make is that they confuse selling-price with cost. The cost of a job of printing is the actual money that it costs you to produce it, including its share of the fixed expenses. This is something that you can not change after the job is done. The selling-price is the figure at which you are going to bill it or the price at which you have previously agreed to sell it. No matter what the cost is, it does not bear any relation to the selling-price; it may be higher or it may be lower, that is something that can only be regulated by your judgment in making prices; it may be the same that others are asking for the same goods, or more or less, but that will not affect either your cost or theirs.

Bearing these things in mind, it becomes apparent that costs are an internal affair of a printing-plant and are controllable by careful management. That is, by keeping careful record of what the costs are and how they were incurred, it is possible to know just where they are excessive and to see how they may be reduced. That is all a cost system is—a standardized method of keeping record of the various items of cost in such detailed divisions that it is easy to pick out the places where the cost is excessive and thus make it possible to so change methods that such excess will be avoided in the future.

Such being the case, it is just as necessary for the one-man shop to have a good cost system as for the hundred-man shop, and really just as easy, for the difficulties of keeping a cost system increase with the size of the plant. The one-man shop will require about half an hour a day to keep an absolutely correct cost system that will show just what each operation and each job actually costs. In the case of our friend whose letter is quoted at the beginning of this article, the stenographer would undoubtedly have plenty of time to keep up the Standard cost system without working any overtime.

The great trouble is that every printer thinks his business is different from that of any other printer, and that

he must run it in a different way and have a different kind of cost system, or at least a different kind of a time-ticket or other blank. The truth is, there is so little actual difference in the printing-offices scattered over the country that any one with an ordinary knowledge of the cost system could walk into any one of them and install a cost system without causing a ripple of inconvenience if the proprietor would forget that idea of his about peculiarity. It has been done in hundreds of plants all over the country, and the only difficulty encountered was with the man at the top. Workmen are the same all over the land, and once they are convinced that the cost system is just they will help it, especially when they are using the correct time-ticket, which gives them less clerical work to do and makes it easier to keep time correctly than to do otherwise.

The small shop should have a cost system because it needs to know the actual cost of what it is doing. Not for the purpose of making prices, as many suppose, but for the purpose of knowing whether it is able to do work at the market rate and to show where it is possible to increase profits by better management and increased efficiency. Your profits will be controlled by your cost, though your prices may not be. If your costs are higher than they should be, your profits will be less than they ought to be. The only way to increase profits is by reducing cost, not by raising prices. There is a maximum market price, any increase beyond which has a tendency to reduce the sale of the goods. It is the failure of the printer to see and realize these fixed factors that has brought the printing business to its present chaotic condition. As soon as printers realize that printing is manufacturing; that, as manufacturing, it is subject to the usual laws of production and efficiency, and that the cost system is the index of these laws which show whether we are living within their limits—that soon will we find every printer with a Standard cost system and endeavoring to improve efficiency by studying its showings.

#### The Value of Records.

In these days of coöperation and comparison in record-keeping, there seems to be just one little thing overlooked in the gathering and publishing of these records. From the national association down through the locals and the individual members, we hear of the hour-cost of this and the hour-cost of that, with occasionally the remark: "My hour-cost in the department is ten cents higher (or lower, as the case may be) than it was last year."

Now, what does all this mean? How much value have these figures? Have you ever stopped to think just what it means to say that the cost in such a department is \$1.50 per productive hour? It means nothing to any one except the man whose record it is. Yes, it is possible for an expert cost accountant to take the figures of any establishment and work out the true cost of any particular operation so as to be of value in guiding a reform in that operation to reduce cost. But to an outsider that figure does not mean anything unless accompanied by a description of the conditions under which it was obtained. And a figure that is an average of a number of figures in a number of plants taken together is of even less value to one particular printer.

At first thought this may seem like rank heresy to those who have read in these columns repeated and urgent invitations to install cost systems in their plants, but a few minutes' careful thought will show that it is just because of this fact that we need a cost system in every plant and will do so until the results have been sufficiently

classified and codified to permit of the formulation of a system of efficiency that may be used as a standard by which to gage the standing of each plant. This is not nearly so chimerical as you might think, for it is in line with industrial progress and will be gradually worked out in the near future. Only a few years ago the Standard cost system was laughed at by the very men who now swear by it.

The next time you get your monthly statement of cost of production (9H), compare it carefully with the one for the same month last year, or with a month in which you did a similar amount of business. The result will surprise you, even though there may not be much difference in the hour-cost. Then compare it with some month in which you were extremely busy and note the difference. The fact is, an hour-cost of \$1.50 for one month is merely a statement of abstract fact until we learn that the productive per cent for the month was 67, and that there was almost ten per cent of overtime, and that under ideal conditions it should have been possible to have about ninety per cent production at a cost of \$1.12 or less. You can learn this from your own statement; you can learn also from a friendly competitor's statement if he will give you all the particulars, but unless he does you can not know that, owing to the weather, he lost an hour each day in his pressroom; or that, because of a large amount of bad type, his make-ready was so increased that many of the short runs in the job pressroom were made at an actual loss because of excessive make-ready, which appears wrongly as productive time in his records. Nor does the mere fact that his bindery shows a very high figure tell you that he is equipped with a number of machines that are seldom run and carried to the overhead because he feels that he is justified in carrying them as conveniences for which he can charge well to the parties in whose interest he carries them.

If our cost reports contained the same explanations that we would insist on the expert giving us if he were working in our plant to establish efficiency, they would look very different than they do now. This brings up the question as to why all published reports of cost and production should not be standardized. It is easy to figure out what a standard cost of a certain equipment would be for a standard number of productive hours, and it would be little trouble to establish such a standard and make a comparison of the actual records with it. For instance, if the standard productive cost of a certain machine is \$1 per hour in a plant having 80 per cent productive time, it is easy to see that a plant showing a cost of \$1.50 for 70 per cent production is very inefficient and needs immediate attention of the expert efficiency man.

The mere adding together and averaging of the efficient and the inefficient does not give an average that will be a safe guide, because the result will depend on the number of each. If there are more poor records than good the average will be low, while if the number of good records is in excess it will be just as unreliable the other way.

Perhaps the best that can be done at first is to establish a dead-line, below which no report will be considered as worth anything but as a warning to the manager of the shop where it originated. Then, we may gradually establish a system of standards that are not theoretical, but borne out by actual practice and which may be used as gages by which to measure efficiency.

If it were possible to publish from time to time the records of successfully managed departments, with full details as to condition, but without names, it would act

as an incentive to other printers to try and emulate these results, and would be beneficial. We say departments, for we have never seen a printing-plant without some lame department, and it would be misleading to use any record as a whole. There would be no advantage in combining the good records, as it would not be possible to combine the conditions, or to average them.

This matter is novel, and we hope that some of our readers who are familiar with costwork will study it and let us hear from them. It is important enough to warrant the employment of the best brains in the business, because it will lead to a better understanding of the cost and the true reason for the ignorance of prices that is now retarding the growth of the business. Our columns are open to you, whether you agree with the above view or not.

#### How He Fools Himself.

There is one class of business men that even printers seem to envy because they are making money in what seems to be an easy way—the bankers. These men and the institutions they conduct are a business necessity, and we do not hesitate to pay them the amounts they demand for the service they render, yet, as printers, few of us learn the lesson the banker would teach us if we observed his methods and studied the commodity in which he deals.

Yes, the banker is a dealer—a merchant—and handles a definite commodity. No business man can continue in business and not purchase from the banker in one way or another, and yet how few printers know anything about the banker's stock in trade—money. With the banker, money is not a medium of exchange, but a commodity with a certain value; and he charges you for handling it and measuring it out to suit the needs of your business just as you charge your customers for the handling of the paper, ink and type which you use for them.

Get this idea fixed in your mind and you will not make the mistake that so many printers are guilty of in starting a cost system by saying that they do not want to charge the business with interest on the capital invested because it is theirs and they are not paying any one interest on it. But just look at it another way. If you were not using that money as capital in your business, the banker or some other person would be willing to pay you something for the privilege of using it, and you are losing that rental for your money (usually called interest) because you are using it yourself, or rather because your business is using it. This being the case, the business should pay you interest to the extent that you would be able to rent the money for to another.

This is really more important than you realize. The average printing-plant has an investment of about a thousand dollars per employee, which means \$60 per year for interest. The average employee works about 1,500 hours per year—that is, 1,500 productive hours that are actually sold—so that the interest on the investment in material for him to work with amounts to four cents for each hour of his labor that you sell. This is not much, but in a plant employing five compositors it is \$300 per year.

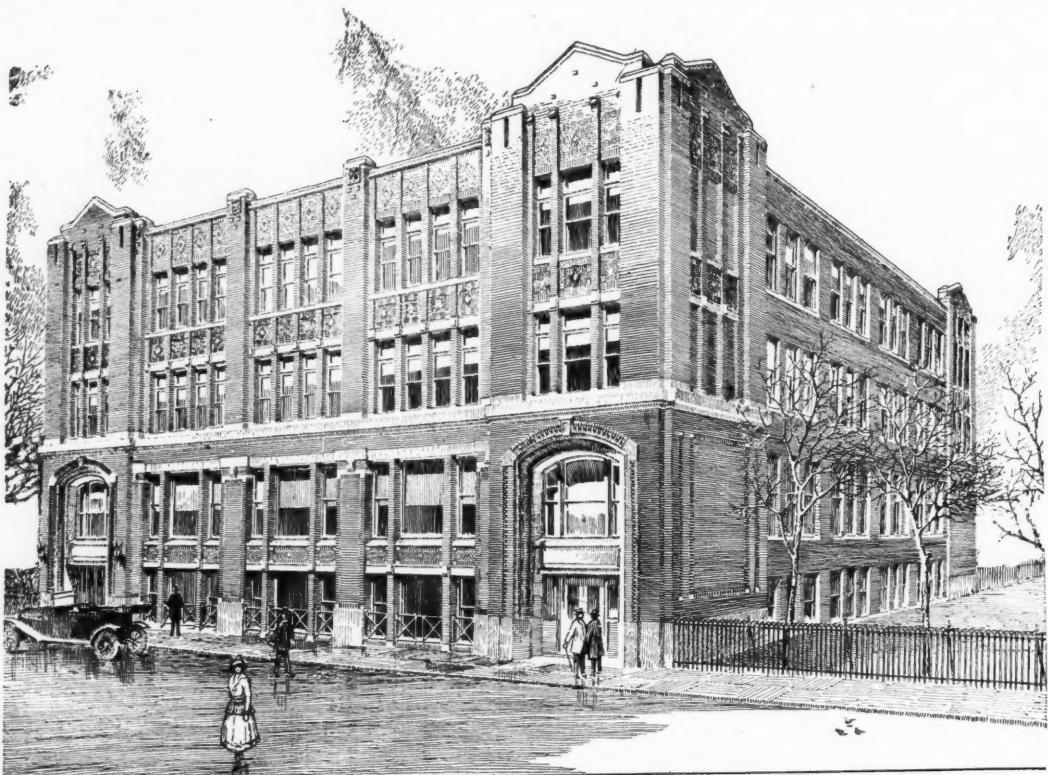
Every time a printer fails to charge his expense account with the interest on the investment he is fooling himself and cheating himself out of part of his profit. He would raise an awful row if the bank or the saving fund asked him to let them use the money without giving him interest. Why fool himself by getting the wrong idea that the business is himself, when it is so absolutely distinct that it can readily get along without him if he will only stay away and let some other fellow run it?

**THE NEW HOME OF THE PUBLIC PRESS, LIMITED,  
OF WINNIPEG.**

In the November issue of *THE INLAND PRINTER* there appeared an article giving a description of the new building erected for the Brown, Blodgett & Sperry Company, of St. Paul, Minnesota. In that article was a statement calling attention to the thought and care which are being given the details of design and construction of printers' buildings, and also to the fact that many erected during the past few years have set an entirely new standard for office and factory buildings. The truth of that statement

sides of the building gives the full benefit of the daylight and fresh air, and a special ventilating system has been installed on each floor to provide a constant supply of clean, fresh air. This feature is considered to be well worth the extra expenditure which it entailed. The wiring for all of the equipment has been installed in the floors, and there is a notable absence of anything in the line of plumbing, heating or power equipment throughout the entire building, all being enclosed and out of sight.

The pressroom is located in the basement, the greater part of which is above ground, thus giving full advantage



New Home of the Public Press, Limited.

is further exemplified in the illustration appearing on this page, showing the new home of the Public Press, Limited, of Winnipeg, which was occupied during October.

The growth of the Public Press has been little short of remarkable. Starting in business about nine years ago, the company has found it necessary to enlarge its original plant on four occasions. Having no further space available for meeting the additional needs for expansion, the officers of the company were compelled to buy a new plot of ground and erect an up-to-date building. The instructions given the architects were to spare no expense in designing and completing a high-class building.

Reinforced-concrete construction was decided upon, and all of the latest fireproofing devices were embodied in the building, with a view to keeping the insurance rate at the minimum. When complete, the plant will represent an investment of \$300,000, and will be up-to-date in every particular. At the time the building was occupied, \$40,000 worth of new machinery and equipment was added.

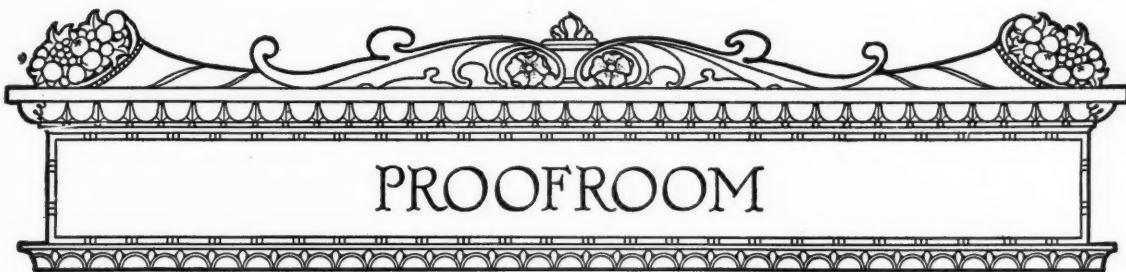
Each floor comprises 12,000 square feet of space, and is thirteen feet high, with the exception of the basement, which is fourteen feet nine inches. Open space on all four

of the daylight. On the next floor is the bindery, and the composing-room is on the top floor. Various devices that aid in the production of good printing have been housed within the walls of the building; the pressroom has been completely neutralized, and the non-distribution system has been adopted in the composing-room.

**IRISH PRESS CENSORSHIP.**

The opening pages of the current issue of the *Irish Printer* present a singular appearance, states a recent issue of the *British and Colonial Printer and Stationer*. The first page for matter is usually occupied by a leader. On this occasion it is blank, with the exception of the following note, which, headed "Troubling the Pool," explains itself:

"The members of the Dublin Typographical Society employed at our printers have, under instructions, refused to print our leading article without it first being submitted to their executive for censorship. This we have emphatically declined to do, and the paper goes to press minus what is, in our opinion, an honest and fair statement of the position in Dublin at the moment."



Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

**Errors Made to Order.**

F. H. T., New York, writes: "I always thought one thing demanded of a proofreader was correct spelling; so when I found 'caraboa' in copy, I unhesitatingly corrected it to 'carabao,' notwithstanding the fact that it came in the wrong form from a noted educator. And there were other wrong spellings galore, one of which was 'boabab' for 'baobab.' Well, they were all corrected as a matter of course, and the proof was sent to the author with the right spellings. You may well know that I was astounded when the author's proof came for revise with all of the wrong spellings restored. I do not know whether it was done by the author personally or not, but this 'correcting' came on the author's proof, and the orders were that everything an author distinctly ordered must be done, so the book was printed with these errors. What should a proofreader do in such a case?"

*Answer.*—You thought right. Correct spelling is expected from the proofreader, and one who failed to make the words mentioned "carabao" and "baobab," no matter who wrote "caraboa" and "boabab," would not do right. Very often the author's proof is not read by the author personally, and such ignorant errors are not actually made by him; but when they come as from him the printer, unless independent enough to make spelling right anyway, must do what is thus ordered. The proofreader in such a case might call his employer's attention to the bad spelling and leave the matter for his decision. The reader need not do any more than this, except to enjoy a laugh at the ignorance of the responsible sciolist.

**On Making Rules.**

T. N., Cambridge, Idaho, writes: "I have gotten considerable amusement out of the discussion of the proper way to divide the word capable, but up to the present time amusement is about all I have received. Of course *ca* is the first syllable of the word, but wasn't the writer rather lost for a reason when he said that anybody ought to know better than divide it on the *p* because that was suggestive of headgear, or words to that effect? It seems to me to be this silly reason that provoked the discussion. There are hundreds of words which have syllables which if taken alone will not sound the same as when connected with the word. Take castor oil and casing, for instance. Both are divided on the *s*, but the first syllables are not pronounced the same. However, the man who tries to find a rule that will always work in the English language finds it is some stunt."

*Answer.*—I am glad that I can aid in furnishing amusement occasionally, even if it is only such as may be derived from so grave a matter as word-division. Maybe I can provide a little more. I'll try. Rules are vicious things to handle, and abominably difficult to make suffi-

ciently clear; therefore it would seem wise not to try to make rules. But every one must have some basis for action that agrees at least with what somebody else does, and this basis can be stated only as a rule. I am absolutely unable to perceive anything silly in the reason that is under objection. The word instanced was chosen simply as an example of hundreds of similar words that are often wrongly divided, and the reasoning was made as simple as possible to show how to distinguish. It illustrates a rule that is as nearly universal as any rule can be—that in such spellings, what we call a long vowel ends its syllable, and a short vowel takes the following consonant into the syllable, as in *fe-ver* and *sev-en*, *pa-tron* and *pat-ent*, *priv-ate* and *priv-ilege*. These things and many others of the same kind are taught in all the books that deal with such subjects. The simplest and clearest, also the shortest, set of rules for division of words is given in the introductory pages of Funk & Wagnalls' New Standard Dictionary.

**Some Green Stunts by Authors.**

It is not at all surprising to find literary persons, young or old, who do not know the technicalities of marking proofs for correction. Even a long experience in belles-lettres production often fails to give one a practical knowledge of proofreading. It certainly is remarkable, however, that so many fail to grasp the fact that the one absolutely essential means of having things done as they wish is the plain telling of just what they want. Of course they always think they do this, but often indicate corrections blindly, as by making them within the print only, with no marginal mark. Thus, according to one old story, a young author changed punctuation by carefully making a comma after the printed word where he wished one inserted, and scraping out what was to be removed. In changing a semicolon to a comma he scraped the dot from the print. The young man was surprised and chagrined at seeing in his printed work that none of these had been corrected. Such stupidity as this is not at all common, if it ever actually happened; but every proofreader has seen things that prove failure by authors and editors to exercise common sense so effectively that lack of technical knowledge would not be disastrous. John Wilson said that every author should learn the technical proofreader's marks, and make their corrections just as the proofreader does it. This implies that the author must become a practical proofreader. It would undoubtedly be advantageous for him to be accomplished in this way, but it is not essential. He need not even learn to mark only the letters that must be changed, as an editor thought he must when he wanted to recast a sentence so as to keep some of the words already in. He asked the present writer to show him how to do it, and was surprised at being told that if he crossed out the whole sentence and wrote in the margin the whole

new sentence he would get it right. He exclaimed, "Why, it's nothing but common sense!" And that is exactly the case with technical proofreading also. Every technical mark is simply the common-sense quick sign that stands for a whole sentence of direction. If an author or editor has common sense enough to write out his full direction, instead of fussing over an effort to make only the regular signs, his corrections will be made when they are written in the margin. If not written in the margin, if made only within the line, they may not be seen; and no person can follow a direction he never sees or hears.

#### THE UTILITY AND THE FUTILITY OF RULES.

BY F. HORACE TEALL.

T is instinctive and practically universal, when a question of specific action arises, for the person concerned to ask, "What is the rule for such a case?" He may only think it out for himself, or he may look it up in books, or he may ask somebody to tell him; but in all these methods he is really looking for a rule. Everybody knows this, so why should it be told in print? It is not told as additional information for any one, but as a foundation for the telling of some things that seem not to be so well known, and of some other things worthy of more consideration than they always get. The subject is one of vast detail, and no exhaustive treatise is contemplated or can be given here.

A rule is simply a formula for regulating action, and is effective because it embodies an authoritative command. Of course it is understood that this article treats entirely of rules applying to language. Authoritative command is less general over forms in language than in almost any other sphere of action. This means that much, though not by any means all, of the detail is governed by rules made by local authorities, which are often at variance with other local rules, and which must be obeyed even when they are not in accord with rules that are practically universal. Many points of language are almost always treated in the same way, therefore subject to what may be called universal rules, although some people are not familiar with these rules.

One of the most difficult things imaginable is the making of intelligent and widely acceptable rules. Some of the best and most commonly observed of them have simply arisen from consensus of practice, with no one particular author. Of course they are found in the books of many authors, but nobody knows the original author, that is, the one who first expressed what has been said in various ways since. As in every branch of human action, multitudinous rules of language have been made for local guidance, only to be dropped after a short trial; and this will probably continue always. Yet we shall always have good rules at hand, to be followed closely by those who wisely choose to act in accordance with the prevailing usage.

But all this does not reach the heart of our subject, namely, the utility of rules, though it points to it. Any worthy formula of directions for action by a number of people all doing the same thing must be understood by all of them exactly the same way, and for this effect it must be clearly stated, in words that can have only one meaning. Every little ambiguity lessens its utility. Therefore, when we have so many differing minds to satisfy, it is inevitable that a satisfactory result is difficult to attain. Where clear, unmistakable rules are enforced, their utility is unquestionable.

Many large printing-offices have elaborate style-cards, and many others have no style-card. Some believe in written law and some do not. In New York, some years ago, one newspaper had a style-card with so many rules that nobody ever knew all of them, and another would never have any written rules. The one with no style-card was better and more consistent than the other. And these are each duplicated frequently. This is as near as one can guess the average experience; offices are divided about fifty-fifty as to having style-cards.

We may easily determine by slight research the fact that English literature is not governed by any system of general rules. We find in different books and different periodicals so many disagreements as to capital letters, punctuation, and various other matters, that we are soon convinced of the lack of a common understanding on any of these points.

It is decidedly regrettable that we have not some final authority to make language laws, so that there might be universal agreement on every detail. But this is merely a dream. It may never be. That much of the present disagreement could be profitably eliminated, however, is certain; and the present writer is convinced that the only means of securing it is the making of rules that can be understood by everybody, and can not be misunderstood by anybody. Such clearness is almost impossible, and its attainment is not likely for a long time yet; but it is certainly worth striving for. One tendency is observable that should be combated. It is shown in the common demand for innumerable rules, which should not be necessary. Greatest utility undoubtedly will be found in the least possible number of widely inclusive rules. Futility is inherent in overworked numbers and in ambiguous expression.

One of the most futile rules ever devised is probably the most widely accepted one that is current. It would be hard, to say the least, to find a person who would dissent from the ruling that every proper name must be capitalized. Nothing could be said against it. Yet our books and our papers show the utmost disagreement in capitalization, which evidences plainly a wide divergence in the understanding of "proper name." A settlement of this divergence is apparently impossible, and practice will probably continue to rest upon locally enforced detailed rules. These rules should not be made too numerous, though.

It is somewhat surprising to find that one of the most honored and successful printers wrote something that might lead to chaos, when it surely was meant to be helpful. Theodore L. De Vinne, in "Correct Composition," says: "A working knowledge of punctuation is not to be acquired merely by learning rules; the understanding of an author's meaning should be the earliest study. Next comes a knowledge of the elements of grammar. Careful reading of standard editions of good authors is always helpful. The compositor should make his own rules, but he can not do this until he can properly discriminate between the different parts of a sentence. The great object of punctuation is to make clear to the reader the meaning of the author. Rules are of value, but the unfolding of obscured sense is the object of most importance."

Something much clearer and more definitive than this is necessary for a satisfactory settlement. We can not expect a good result from any such chaotic procedure as that recommended by Mr. De Vinne. Some compositors and some operators could make good rules, but those who are competent are few indeed compared to the whole number.

**ASSOCIATION OF PRINTING SALESMEN  
OF MINNEAPOLIS.**

BY J. E. REAVIS.

NE of the chief units of the Minneapolis, Minnesota, Typothetae in helping to carry out the extensive three-year plan of the United Typothetae of America is the Association of Printing Salesmen. This club was organized in June, 1917, under a constitution and by-laws, holds semi-monthly meetings, and has a membership of seventy-five. The objects of the association are to encourage and foster a feeling of friendship between printing salesmen; devise ways and means for bettering conditions and advancing interests of the industry; coöperate in eliminating

the principal planks in this code reads: "We should, therefore, firmly resolve to test every transaction by the standard of truth and justice."

Regular meetings are held at noon. Luncheon is served, after which one hour is devoted to association business and discussion of various phases of printing and selling the same.

The association has the approval and coöperation of the Minneapolis Typothetae.

There are a few printers who have not joined the movement, but practically ninety per cent of the plants are represented.

Conditions among salesmen and owners previous to entering upon the three-year plan were such that a favorable report could not be made. There was unfair competition, slashing of prices, and distrust among salesmen



R. C. MCLEOD, PRESIDENT.



CLARENCE LEIGHTON, SECRETARY.



HARRY S. NEAL, INSTRUCTOR.

**Officers of the Association of Printing Salesmen of Minneapolis.**

the evils of ignorant and ruinous competition; create a wider knowledge of the elements of cost and salesmanship; and protect each other from undesirable customers.

Membership is limited to those selling printing in Minneapolis, which includes owners who do not meet the trade direct. The membership fee is \$2, and the dues \$1.50 a quarter.

The organization is under the control of a board of governors, composed of the president of the association, vice-president, secretary, and five members elected at large. The president, vice-president and secretary are elected for one year, while the five members hold office six months. There are no regular committees, but the president has the power to appoint special committees for special work.

The president is R. C. McLeod; vice-president, E. L. Richardson; secretary, Clarence Leighton.

Harry S. Neal, executive secretary of the local typothetae, and a thoroughly practical man, is instructor.

The board of governors attends to such matters as are referred to it by the association, and reports its recommendations. Any dissatisfied member has the right of appeal from the board. The board also has the authority to formulate measures and suggest remedies for immediate and permanent benefit, and deal with minor grievances as it concludes best.

Included in the constitution is a code of ethics, to which all members subscribe. Adherence to this code is left to the moral obligation of the individual member. One of

and customers. The organization and association of salesmen and owners in this club has already brought about a changed condition, in which the printer and his industry are materially and financially benefited. There are cases on record in the secretary's office that show more money was obtained on certain work, a better quality of printing was done, and satisfied customers were increased in number.

The following schedule of work has been planned and is being carried out by the association:

Membership: Solicitation and information bulletins.

Sales: Shoppers' lists and discussion of buyers' methods.

Estimating: Study courses, demonstrations and comparisons of completed work with cost records.

Salesmanship: Periodical lectures, demonstrations before class and methods of unfair competition.

Trade abuses: By purchasers of printing, non-association members and outside firms.

Extension work: Printed-matter from other associations, semi-monthly luncheons and bulletins to non-members.

Cost-finding information: Study of cost accounting, demonstrations of cost applications, and comparative machine and hand operation costs.

Lectures: Monthly lectures on salesmanship, special feature lectures and special illustrated lectures.

Sales efficiency: Other organizations' methods, dummy

cost discussion and cost of making estimates that are non-producing.

Special study: Lithography, envelope-making, book-binding, and processwork.

After completing work of organizing the salesmen, the first step by the club was to organize a class in estimating for printers. This course is the one prepared by the Committee on Education of the United Typothetæ of America. It consists of eighteen lessons.

The class meets each Monday evening from 4:30 to 9 o'clock at the Dunwoody Institute, an industrial school of high standing. The recitation is divided into two periods. The first is from 4:15 to 5:15, during which the class discusses the current lesson. The following forty-five minutes is devoted to a written examination of the current lesson. One hour is then taken for dinner and rest, after which a discussion of the coming lesson is indulged in.

There are fifty-one members in the class, among which are three young women. In the class there are salesmen, employing printers, shop foremen and representatives from several allied industries.

The class is now on its fifth lesson, the lesson sheets being the first off the press and sent from headquarters at Indianapolis. This makes the first class taking the Standard course in estimating as outlined by the national Typothetæ.

Classwork is conducted like any school. Manuscripts are sent to the Indianapolis headquarters, graded and returned to the student. At the close of the course a general examination will be given and diplomas will be awarded to those making satisfactory grades.

#### NON-ESSENTIAL BUSINESS.

Business men everywhere are wondering what is non-essential business. This committee is receiving many inquiries as to the manner in which this will be determined by the Government and what course will be followed in withdrawing labor and materials from such industries as may be regarded as non-essential during the war for the necessities of industries essential to the war.

No policy in this connection has been announced by the Government and the above questions can not be answered. When the occasion arises, what should be done seems clear to this committee. No action except emergency action should be taken, except in accordance with some general plan based upon a thorough survey of industry, which, no doubt, has already been made. If unnecessary hardship is to be avoided, if there is to be no discrimination, the Government should not act until a general plan has been formulated and made known to the business of the country.

Before a business is classified as non-essential and deprived by act of Government of labor and materials, the industry through duly elected representatives should be given an opportunity to discuss the matter, and to learn the premises of the Government and the reasons for action. The motive of the Government—the concentration of industrial energy toward winning the war—appeals to all, and every industry can be relied upon to assist in bringing itself into adjustment with the war needs of the country.

As has been frequently pointed out in these bulletins, if the Government acts in this connection with sufficient dispatch, the industries of the country may be given an opportunity to meet the needs of the emergency in a gradual manner and after deliberate planning. With English

experience as a guide, and with the unhesitating support which business has given to the Government in the national effort, full opportunity is afforded for deliberate planning and adjustment.

Where an industry is regarded as non-essential and must be deprived of labor and materials, such deliberate planning may lead to the use of substitute materials or different processes of production. In this manner unnecessary hardship may be avoided.

It should be a cardinal principle that the normal structure of business should be maintained during these abnormal times as far as possible. Therefore, consideration should be given to the possibility of allowing non-essential business a proportion of its requirements of labor and materials, so that some organization may be retained to be developed again upon the return of peaceful conditions.

Furthermore, when the Government is forced to deprive a business of materials and labor because it is non-essential, an effort should be made by the Government to place with the industry orders for product needed in the war. In this manner a helping hand may be given to business suffering solely through sacrifice for the common good. In this same connection it may be said that if men are to be withdrawn from industrial communities where they have houses and gathered in manufacturing centers already congested, there is created a great housing problem in connection with the production of war supplies. But if in placing war orders effort is made to produce war supplies in the centers where labor is housed, not only will congestion in munition centers be relieved, but there will be avoided at the end of the war the great problem of moving labor back to the normal producing centers.

One of the reasons for suggesting the formation of war service committees in industries was to bring about an early consideration of the above problems and to direct the attention of industries to the need in these abnormal times of preparing for diversified or unusual production to keep the industries intact during the war. Such committees could effectively present to governmental authorities the manner in which industries might conform to war-time conditions. In a democracy it is certainly far better for industries to become adjusted to new conditions by coöperation between the industries and the Government rather than by compulsion of drastic and unprecedented government action.—*War Bulletin No. 29, issued by the Committee on Coöperation with the Council of National Defense.*

#### STARTING OUT RIGHT.

To the Editor:

SYRACUSE, N. Y.

I have recently opened a first-class job-printing office here at the above address, with a complete line of new type, cabinets, office furniture, together with a new 10 by 15 Chandler & Price and an 8 by 12 Challenge, and am in a position to handle all kinds of job-printing. The business has opened up wonderfully, and I am compelled to work my plant night and day, and am still away behind with my orders. After buying everything that goes to make up an up-to-date printing-plant, I find I am without one of the most essential things; namely, THE INLAND PRINTER. I can not see how any printing-office can be without it. I have been in the printing business for about twenty years, and I will say that I must credit my success in part to the above wonderful magazine. I have filled out the order-blank and will ask you to get me a copy here as soon as you can, as I must keep abreast of the times, and it can not be done without your worthy paper.—A. E. POWERS.



## JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

### Thoughts on Holiday Printing.

THE holiday season is upon us. Soon—provided they are not already at it—those typographers who find joy in following their craft, but who, because of ambition, find the humdrum irksome, will bask in the joy of doing work on which their best talents may find expression. Holiday greetings—and all printing on which a holiday motif is followed—furnish the compositor in the average plant his best opportunity for demonstrating ability to create pleasing typographic effects.

The increase in the number of Christmas greetings received by THE INLAND PRINTER from year to year indicates an increasing realization of the possibilities for personal and business good will to be created or maintained by consideration of the sentiment which the spirit of the season prompts. Whether intended for personal or for business use, a well-designed, well-printed greeting-card or folder invariably makes an appeal which is remembered long after the card itself is forgotten. Used for business purposes, it is one of the simplest, yet most effective, means of building good will among both present and prospective customers. A surprising number of business men prize such cards bearing sage words of advice, encouragement and uplift.

On an advertising blotter recently issued by Turner & Porter, Inc., Buffalo, New York, printers, the point of "good will" is made the dominant appeal, the displayed, head-line reading as follows: "Nothing Better Than Holiday Greetings to Establish Good Will." The text of the blotter reads, in part: "Realize that your business is built on good will. Preserve

and extend it. Holiday greetings are the last word in effectiveness. It takes a Christmas sentiment to get under the skin."

It is especially appropriate that printers and others concerned with the graphic arts should make use of an interchange of greetings during the holiday season, as such communications convey not only sentiment, but are also a token of the sender's own work.

Then, there's the personal side. Most of us want to convey our "season's greetings" in novel and individual style. As an expression from ourselves, we dislike the idea of sending our friends stereotyped greetings, feeling that an individual form adds a personal touch to the words in which we express our good wishes. This quite natural desire offers printers an opportunity to develop considerable business, and, with all the equipment at his command for producing distinctive forms, the printer's own greetings will, of course, be unlike any other.

Certain considerations of appropriateness, and the practice of years, dictate, in a general way, the acceptable styles in which greetings may be made up. None of them, however, are inviolable, but adherence to them carries with it an expression wholly in keeping with the season.

Holiday printing should be seasonable, both as to arrangement, type-faces and colors selected for the work. In harmony with this season of best wishes and good cheer, printing should come forth in its brightest and happiest hues.

Green and red inks on pure white antique stock form the most commonly used combination for announcements, greetings and other holiday forms. Both red and green are what might be termed gay colors, and are appropriate for the reason that years of association have made the holly and mistletoe essential to a proper

### *A Christmas Wish*

that the *one* thing you most want will be on your  
Christmas Tree is the wish of

*The Advertising Agency of*  
Woodward & Tierman Printing Company  
Saint Louis, U. S. A.

A simple method of obtaining a distinctive greeting. A Christmas seal, such as may be secured at any stationery store during the holiday season, is pasted on the fold-over.

celebration of the occasion. Red represents the berries, and green the leaves of the holly in its natural state. These colors have further significance in the fact that red proclaims passion, joy and love, and the green is suggestive of the Christmas tree. On Christmas programs, and work of an ecclesiastical nature, red-orange and black inks are preferable. Even white stock has distinctive claims for use, in that it is the very essence of purity and symbolizes all that is good and divine — important considera-

who went in search of the Holy Grail, and is therefore considered symbolic, ecclesiastical decoration.

The gothic, or black-letter, commonly known to the printer in type as text, is a very good letter for use in connection with holiday printing. Born in a religious atmosphere, and at a time when the black-letter was almost universally used in the lettering of manuscripts, it was but natural that printing from movable types should have its beginning in the gothic letters, and that the first type should be cut in this



A group of holiday greetings from Axel Edw. Sahlin, of the Roycroft Shop, East Aurora, New York, which offer good suggestions for arrangement and, if one's eyes are sharp, for copy as well.

tions in celebrating the birthday of our Savior. This does not mean, however, that other colors may not be used, for they are frequently employed to good effect.

The earliest printing was of an ecclesiastical nature, and the style of arrangement characteristic of that work has become an accepted motif for modern holiday printing. Features in that work were rubricated uncial initial letters, gothic lettering and lavish, yet consistent, use of rules. Maltese crosses were used here and there to fill short lines, and elsewhere in the work simply as decoration. The rules originated through the necessity of the writers of manuscript books for guide-lines to follow in their lettering. Besides the practical purposes thus rendered, the rules served also as ornament, and, printed in red, they serve this decorative purpose today. The Maltese cross was used extensively as decoration in the manuscript books. It was the emblem of knights

form. The fact that the printing of that period was entirely of a religious nature makes unavoidable the association of that style of letter with ecclesiastical and, consequently, holiday printing.

In using the text-letter, the printer must bear in mind several things. He must remember, first of all, that he should endeavor to make his page or group of type as black as he possibly can without sacrificing legibility. Just as in very light faces, such as Camelot, we get the best effect when spacing is wide and open, so in text-letters, where the black of the letters overbalances the white, we get the best tone, or value, when spacing between lines, letters and words is reduced to a minimum. The rich, even tone so desirable in a page of gothic type is lost when spots of white, caused by wide spacing, appear. The black-letter resulted from a condensing of the original gothic form in a desire to save space — presum-

ably on account of the expense of the parchment on which the lettering was done—and when we widely letter-space a type-face that has as a main feature of its design a condensed shape, the absurdity is at once apparent. The old-style roman faces—among which the Caslon is perhaps the best—may also be used for work of this character, especially on pages having a considerable amount of matter which, if set entirely in text, would be hardly legible. The best possible selection for holiday work, therefore, is gothic for display and old-style roman for those lines which, if set in the artistic text-letter, would not be easy to read.

There are psychological reasons, too, for the strict adherence to appropriateness in the execution of holiday printing. For example, contrast two Christmas-greeting cards: One is printed from bold, crude letters with black ink, and in the design no symbolic decoration is used. The other is printed in green and red from artistic types, with perhaps a holly border, or Christmas bell, as part of the design. On receiving the first, one realizes that he has been remembered, but a feeling that the sender was prompted by business reasons or an obligation is sensed in the cold, black type. It seems that it came as a matter of course, and not as it should—a message of love, cheer and good wishes. How different one feels when in his hands he holds the second, or one of like character. Its very warmth grasps as a hearty handshake, and the recipient is possessed of a feeling that the sender really intends and surely feels the exact words the message conveys.

When the desirability of decoration in holiday work is suggested, it is not with the idea that it should dominate the design. As in all work, it should be used merely to strengthen,

brighten or to symbolize. Desirable as ornament undeniably is in this connection, it loses its value and force when it subordinates the message the design is intended to convey. Camouflage is valuable in warfare, but a menace to typography. Instead of acting as a muzzle, it should allow the type to talk—yes, help it talk more pleasantly, more emphatically, more convincingly. Ornament should never be allowed to violate the simplicity of the design and should ever be used with restraint.

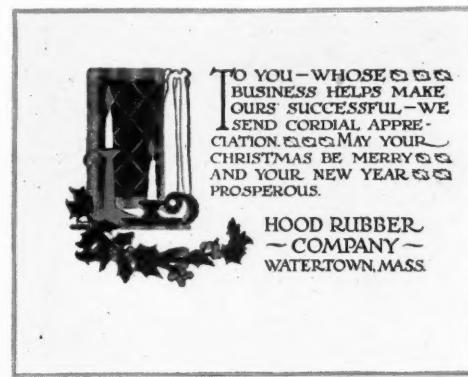
The specimens shown on these pages and on the colored insert preceding are illustrative not only of the character of text used for greetings, but of forms

for arrangement and of appropriate decoration.

On the opening page of this article, an idea is given which can be adapted in a variety of ways. The panel, containing the words "A Christmas Wish," is printed on a fold-over, which must be raised to read the beginning of the sentiment. The name of the sender, however, appears as the greeting is first received. Since the bottom of this fold-over

has a deckled edge, a very pretty effect is given. The idea of attaching a stock seal, lithographed or printed in colors, such as may be obtained at small cost, to the greeting adds the proper atmosphere at a fraction of what the cost for plates and printing such embellishment on the form proper would be. Here, also, is an idea that can be utilized by every one, and considerable expense may be saved thereby—especially on small runs. The rules in the original were printed in gold—which can often be used with telling effect on greetings—and the type-matter in black on India Japan stock, which, with the added red, green and gold of the seal, gave a rich appearance, full of warmth.

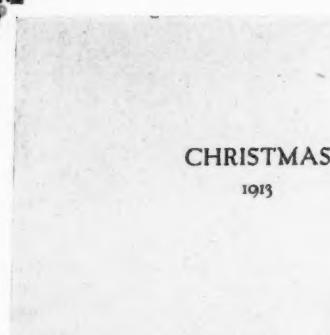
The exhibit of Mr. Sahlin's work on page 354



An interesting card, originally printed in red, green and black, illustrating good use of appropriate decoration.



A greeting-folder set to music—that is, decorative music—and designed by that clever letterer and designer, Will Ransom, of Chicago, Illinois.



*Mr. John Christian Hill.*

First and third pages of an unusual folder. It will be noted that the personal card of the sender is inserted through slits in the first page. Note that no holiday decoration is used, but, in this case, the originality of the idea would seem to excuse and make up for that fault.

illustrates appropriate decoration and good taste in type selection. All the specimens shown in the group possess the desirable Christmas flavor, and as such serve as good models for appropriate treatment of greeting-cards, folders and other holiday work.

Novelties create interest in holiday greetings, as in anything else. The thing that is unusual is the thing that will command the greatest attention. From this standpoint, Mr. Ransom's greeting scores high. While it is all but impossible for the compositor, working with type and cast ornaments, to approximate the appearance of the work of the artist, a suggestion such as this has value in its power to inspire thought.

A more absolute disregard for the conventional could scarcely be conceived than Mr. Hill's folder, the printed first and third

DAVID SILVE  
January 1<sup>st</sup>  
1917



*O may the NEW  
YEAR be a happy  
one to you, happy to  
many more, whose  
happiness depends  
on you, so may each  
year be happier than  
the last.* [DICKENS]

pages of which are reproduced on this page. As will be noted in the illustration, the first page was slitted to admit the engraved personal card of the sender. To those who are desirous of avoiding the ordinary, here is a good suggestion. Frankly, we think a touch of holiday decoration just below the type-lines on the first page would add considerable warmth to the greeting, and not a little brightness to its appearance. In spite of its great interest, due to the unusual idea, it is cold—at least it looks that way, and appearances, you know, count for much.

At Christmas time each year THE INLAND PRINTER receives many beautiful greetings, and a number of those received last year were reproduced in the February issue. Readers may refer to that number for additional ideas.

December 24, 1913

Dear Old Chap:-

Who was it started this Christmas card idea, anyhow? Possibly some enterprising printer with a view to creating more business for his shop, but however that may be I'm glad somebody originated it.

There are two happy days in the year for me: One is the "us and my folks" gathering round the Yule log on Christmas Day, back at the old home, with "us and my folks," and the other is the day my Greeting goes out to those I love to call Friend—and, thank God, I'll have to buy more stamps this year to make a complete job of it.

Bless your soul! A small photograph of you was sent me when I wrote your name and address; some little experience of ours—maybe a Y. M. C. A. gathering or Anti-Saloon League meeting—was in my mind's eye when I licked the stamp; and inside the envelope was sealed up a heartful of love. Mussy? Dulcinea stuff? Maybe; but if you love a friend, why not tell him so? (He may borrow money from you tomorrow, and then it might be too late!)

Anyhow, here's happiness and prosperity for the coming year! Not the kind Providence dumps down on you without effort on your part, but happiness you create at the office, in the social circle, around the fireside; and prosperity you dig up out of the business by studying 9H.

Let's go to it with a will!

Sincerely,

1327 Munsey Bldg.  
Baltimore, Md.

*Jack.*



## SPECIMENS

BY J. L. FRAZIER.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in package of specimens, unless letter postage is placed on the entire package. Specimens should be mailed flat, not rolled.

A. H. FISCHER, Baltimore, Maryland.—The blotter for Meyer & Thalheimer is especially pleasing in color harmony; and, while the design is stiff to a degree, it is quite effective.

EDWIN H. STUART, Pittsburgh, Pennsylvania.—"Good Typography—What It Is and How to Produce It," is an exceptionally interesting booklet, and the text—an address delivered by you before a local club—is chockfull of interesting matter.

WATSON-JONES, INC., San Diego, California.—In work so uniformly excellent as yours, we can suggest no improvements. Intelligent type-use, excellent press-work and exceptional taste in the selection of colors are characteristic good qualities of your product.

A HAND-LETTERED card, done in an unusual and interesting style, announces the removal of the office of Alex. F. Pich, the designer, from the Security building to 179 West Washington street, Chicago. Mr. Pich specializes in planning and executing art work for catalogues, booklets and other advertising. The card is reproduced on this page.

EMIL GEORGE SAHLIN, East Aurora, New York.—The division of your Christmas-greeting card into two equal panels is in violation of the principle of proportion and causes the design to appear uninteresting. The green is too weak in tone, allowing the uncial initials—printed in red—to dominate. Your letter-head is interesting and pleasing.

JAY D. RUDOLPH, Davenport, Iowa.—Specimens are all admirably neat and effective. *The Iowa Magazine* is exceptionally well designed, made up and printed. Advertisements therein are sanely set, hence readable and easy to comprehend. You are justified if you feel proud of your work, and we are anxious to see more of it.

EXCELLENT specimens of typography, enhanced by good press-work and exceptional taste in the selection of colors of ink in relation to the colors of stock, have been received from Harry E. Morrison, Wyoming, Iowa. Mr. Morrison's work is decidedly clever, and customers of the firm with which he is identified are

fortunate in having such an efficient designer of printing at their service.

THE HERALD PRESS, Manistique, Michigan.—The stationery forms are interesting. The colors, however, seem "washed out"—that is, flat and without snap. This may be because

the press was not thoroughly clean when the light colors used were put on, as it appears that black has killed their luster. Not enough ink was carried, and the impression was too weak for the linen-finished stock used, which requires a hard, firm impression if the characters are to print clearly.

ELLSWORTH GEIST, Pittsburgh, Pennsylvania.—The booklet on book-plates is beautiful. The text is made up of a short article on the history of book-plates and, as stated on the title-page, "some facts concerning them." Fine printing is a hobby with Mr. Geist, as well as a meal ticket, and he gets considerable joy out of doing uncommon things and common things uncommonly well. Would there were more like him.

M. C. HENDERSON, Pittsburgh, Pennsylvania.—Specimens of your work last received are of excellent quality. We have no suggestions to offer that would result in improvement in so far as fundamentals are concerned. Personal taste as to type-faces is not considered in our reviews unless the type-faces are illegible or unattractive, which they are not in your case—a very satisfactory plain roman being used.

AUGUST GUSTAFSON, San Francisco, California.—Specimens of your work done in the plant of Walter N. Brunt are of a very good grade. The Masonic menu for the dinner tendered Francis V. Keeling is especially interesting. There is a tendency on your part, however, to use too many rules for borders, and also inside borders, and we also note that some of the lines set in capitals are crowded too closely. Watch these points and your work will be improved.

The *Vandergrift News*, Vandergrift, Pennsylvania.—The folder, "Country Store Does \$465,000 Business a Year," is interesting in design. Of the several tints used, we prefer the buff—which you have marked No. 3—although, because of the relative weakness of the color, it would have been much better to use slightly heavier rules—for example, two-point face. The use of heavier rules would be advisable with all the colors except the light red, which we do not admire, as it appears bizarre.

**ALEX F. PICH**  
179 W. Washington St.  
Phone: Franklin 4047

I wish to announce  
the removal of  
my studio from the  
Security Building to  
the above address.  
My telephone num-  
ber is changed to  
Franklin 4047. ¶  
I plan and execute  
Art Work for Cata-  
logues: Booklets  
and all other Ad-  
vertising ¶  
—and design Post-  
ers: Labels and  
Trade Marks. ¶

CHICAGO  
OCTOBER 1917

Unusual style of lettering and an unconventional arrangement. A removal notice by Alex. F. Pich, advertising art, Chicago, originally printed in three colors on white card stock.

MANSFIELD PRINTING COMPANY, Boston, Massachusetts.—Your new hand-lettered letter-head is exceptionally good. It is not only well designed, but its character indicates quality and

of being retained on recipients' desks, whereas otherwise they might be discarded.

T. PRICE WILSON, Winchester, Pennsylvania.—The specimens are interesting and very well

designed, although, personally, we think you could get along with fewer panels and with less rulework. The paper used for your October statement is hard to print upon satisfactorily;

EVIDENCE  
BEING A FEW FACTS ABOUT  
THE SERVICE AND WORK OF A  
PRINTING HOUSE THAT  
MAKES GOOD



THE HOLMES PRESS  
PHILADELPHIA, PA.

Title-page and one text-page from a beautiful house-organ, publication of which was recently begun by The Holmes Press, Philadelphia, Pennsylvania. The text-pages were printed in black and red-orange on an excellent grade of antique white stock, of good weight and with deckled edges. Exhibit pages, three of which are reproduced on the following page, were printed on smooth white stock. The extended cover, reproduced below, was printed in black on heavy, white antique stock—the word, "Evidence," being embossed as well as printed—producing an especially pleasing effect.

dignity. The private letter-head for Harry A. Mansfield would be improved if the matter set in small capitals beneath the name were broken up into lines, according to sense, so that comprehension would be clearer. This group should be nearer the name, and one-point leads between the lines would improve legibility and appearance.

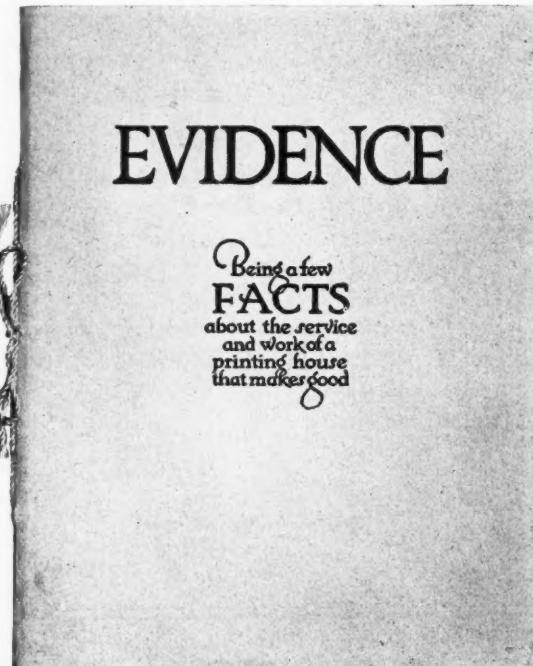
GEORGE BRANISH, Denver, Colorado.—Your work is well designed and quite effective. Because of the rather strong, warm color used on the blotter for The Wepf Printing Company, we suggest the use of lighter rules, not heavier than six and one point, respectively. Had a blue tint been used instead of the orange, the twelve and three point rules would not be too heavy. The brighter and stronger the color, the lighter and weaker the items printed therein must be. Warm colors are best used only in small proportions.

FROM George J. Fisher, Union Hill, New Jersey, we have received an attractive blotter, along two sides of which rules and figures are printed in the correct position to serve as a three and six inch square or rule, respectively. This idea is not new, but it will bear repeating from time to time as a way to make a blotter useful for other purposes than that of absorbing ink. Doubly useful, blotters stand a better chance

*Of course* every printing establishment feels that it is especially equipped to handle all forms of printed matter. It is good that *you* think differently. When you buy printed matter you want more than just printing—you want real "service," which means not merely careful printing and prompt adherence to promises, but also intelligent assistance in the planning and writing of your advertising material.



*Here* is where The Holmes Press differs from the average printing house. We consider the printing as merely a link—



Cover of new house-organ of The Holmes Press, Philadelphia, Pennsylvania.

it requires a hard, firm impression and plenty of "squeeze." A thin sheet of rubber beneath the top sheet of the tympan will aid in forcing the ink into the "holes," by which term we refer to thin places in the paper. Had you followed the suggestions made above, the appearance of the statement would be better, as the form is poorly printed.

W. J. HEALY, Montreal, Quebec.—The "Mor-Lite" booklet prepared by your firm, The Gazette Printing Company, for the Canadian Fairbanks-Morse Company, is one of the handsomest printed things we have seen in some months. The color-print tipped onto the cover-page, a blue-gray Italian hand-made stock, is beautiful, to say the least. The artist, as well as the engraver and printer, is justified if he feels proud of the results. Typography of inside pages is dignified, pleasing and eminently readable. "Storied Halifax" is also an exceptionally pleasing booklet.

A. J. RISHEA, Kingston, Ontario.—Considering the short time you have worked at hand-lettering, you do exceptionally well. The letters are well proportioned, and the ragged, rough outlines so frequently noted in the work of beginners are conspicuous by their absence from your work. You should practice curves diligently, however, for yours

are stiff to a degree. While your illustrating is not good — no one would expect it to be in so short a time — it shows that you have talent which, if developed, might lead to very satisfactory results. It's a long, hard road to independence in art, however, and many fall by the

the subheadings in the lists of items, which type-face does not harmonize with the lines above and below.

R. H. ALLEN, Chicago, Illinois.—The program of the graduating exercises of the School for Apprentices is, as a whole, quite pleasing

and suggestive of quality. We do not admire the arrangement and design of the cover, but the hand-made stock used therefor saves it. On ordinary paper that design would provoke unfavorable comment, no doubt. The main fault with it is the bulky contour of the group of



wayside. Start only with determination to see it through.

J. H. FITZGERALD, Hamilton, Montana.—The cover-design for the proceedings of the Montana Eagles' annual meeting is effectively designed. The red is a little dark — red-orange would have been much more effective, because brighter. We do not admire the bottom group because of the last short line, which suggested the use of light-face rules to fill it to full measure. An arrangement of these words in which "Montana" would go into the first line and on which the date alone would appear on the second, making a long and short line group, would have been more pleasing.

OTTO H. PAULSON, Oklee, Minnesota.—The arrangement of the "Market Day" poster is orderly and display is good. On the inside of the border we would prefer to see plain rules of, say, three-point thickness used as cut-offs instead of the heavier rules and the decorative borders. Emphasized prices in the list of items would add interest to the poster and cause readers to realize, or imagine, that the prices are really low. A psychological suggestion would thereby be offered. We regret the use of extra-condensed block-letter for



Exhibit pages from *Evidence*, house-organ of The Holmes Press, Philadelphia. (See preceding page for other reproductions.)

lettering — its lack of shape, due to the fact that all the lines are so nearly equal in length. By making some of the lines smaller and by a slight rearrangement of them, a definite shape could be obtained without much difficulty, no doubt, and the appearance would be greatly improved. The group of lettering does not conform to the shape of the page, being too wide in proportion to its depth to harmonize with the paper-page and the border. The inside pages are delightfully pleasing.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.—Specimens of your work are neat and dignified. The several arrangements of the little card by different compositors in your chapel demonstrate that great changes of appearance are made possible in small, simple copy by variations in type and arrangement only. There is little, if any, room for choice between most of them, although we do not admire the one in which the word "If" is displayed in italic. On the oblong card, the large size of type and the short length of the word forced a displeasing distribution of the white space, the bulk of it being in the top half of the design. Although the display line is several times as large as the type below, the

greater mass, as well as width of the mass, of small type dominates, and the design is made bottom-heavy. Had the designer arranged this design the narrow way of the page, the appearance would be better. Your letter-heads are especially good.

ALONG with its monthly calendar, The Marchbanks Press, New York city, recently issued an envelope-stuffer entitled "Printing That Doesn't Wave Its Hands or Yell," which was executed in the usual exceptionally interesting Marchbanks style. Another stuffer advertising holiday printing is reproduced on this page.

JOHN E. YOWELL, Gordon, Nebraska.—Red in tint form is seldom pleasing, especially when the disk of the press is not thoroughly cleaned from the previous run of black, allowing some of the black to impregnate the red and white. The effect is invariably flat, as in the case of the designs submitted by you, and printers are accustomed to speak of such colors as being "washed out." On other tints, tints of cold colors especially, a little black filtering into the composition does not have such a deleterious effect. As far as design is concerned, you do very well. You improved the letter-head for the Strong Curio Company, in so far as design is concerned, although yours is rather too decorative. You have used four colors in this particular design, whereas two, the brown and the green (the latter made slightly lighter than used by you), should have been sufficient to obtain equally striking and much more pleasing results. One should practice simplicity in use of colors as well as in other respects.

C. G. RICHARD, Shreveport, Louisiana.—Of the two arrangements of the letter-head for the Hawkeye Tire Company, the one printed on blue stock is by all odds the better. Some might select the other, but their selection would be based on their own particular taste, unfortunately not developed by an understanding of fundamentals, and those preferring it would not be able to give constructive reasons for their preference. The one printed on blue is better because it is more orderly, better balanced, and because it is symmetrical. The main line of the other crowds the edge of the paper at the top altogether too closely, making it appear top-heavy, which any one should be able to see at a fleeting glance. The large hole in the center gives the appearance of a lack of stability in the design, which is accentuated by the fact that the group on the left side is several times larger than the group on the right.

BEN WILEY, Charleston, Illinois.—You are doing very well for a start in making tint-blocks from pressboard. You could eliminate the difficulty experienced with the two large lines of letters by cutting out several of

each character, mounting them one on top of the other on electrolyte blocks. The writer formerly did that kind of work frequently, especially when large display lines were re-

quired for which the wood type of the plant in which he was employed was not suited. The plan followed was to use heavy, hard bristol for about three layers, using pressboard for the top layer only. After the letters were mounted, one on top of the other to type height, some trimming was necessary to make the edges smooth and sharp. Owing to the fact that several layers of stock were used, no difficulty was experienced with the block printing at points between letters, as is sure to be the case with letters built up of one thickness only. You could cut your lines much straighter on the background and border blocks.

THEO. E. MOLINE, St. Paul, Minnesota.—Typography on the specimens of your work sent us is of a very good grade. You seem to realize the advantages of simplicity in arrangement and, without using gaudy colors, you have secured effective results. The blotters are especially good, and are well written in addition to being well designed and printed. We expect to use these as suggestions for our readers some time in the future. The blotter, "For printing, lithographing," etc., is not pleasing, however, due to the fact that the type-block in the upper right-hand panel does not conform to the shape and proportions of that panel. Outside the lack of pleasing shape relations between the two, an irregular, displeasing distribution of the white space is effected which is not good. Because of the extraordinary amount of white space on the right side, the design as a whole is overbalanced on the left side. On the proof-envelope, which is very striking, we would prefer to see the rule which is printed in red made continuous so as to unify the design. It appears disjointed, in effect, as printed.

R. H. PARMALEE, Albany, New York.—Most all your specimens are interesting and clever in design, especially the card for Joseph A. Rice. We do not admire the large lower-case "f" used as an embellishment, printed in olive, on the card announcing the ball of the local typographical union. The arrangement of the main lines, set in capitals, is such that, in combination with the character of the letters, comprehension is difficult. Capitals should be used with restraint, especially in large masses, for they are difficult to read—the eye having been trained for years to read lower-case. On the proof-envelope for the Telegram Press, the words "of the," set in capitals of regular proportions, contrast disagreeably with the lines which are set in extra-condensed characters above and below. If the line quoted had been set in a smaller size, the difference in shape would not be so apparent. We would also suggest absolute avoidance of

**No? O—h, then you've already attended to your Christmas Card Problem. That's nice. We make them for some people. Christmas will be yesterday before we know it, won't it?**

**m**

**The Marchbanks Press  
14 East 13th • New York  
Stuyvesant 1197**

The Marchbanks Press, New York city, does a big business at this time of year printing greeting-cards, folders, etc. This stuffer, originally printed in orange and black on brown hand-made stock, was used to advertise that class of work. Quality is represented by the excellence of the paper and workmanship; and it scores effectively as advertising because of the ingenious idea.

letter-spacing in this instance, for, by lightening the tone of the line, the lack of harmony of tone between it and the lines above and below is emphasized. You exercised good judgment in the selection of colors.

AXEL EDW. SAHLIN, of whom all readers of the department have heard before, has entered the ranks of the publishers. He has gotten up a handsome portfolio, entitled "Sahlin's Typography," filled with representative examples of the product of his typographic genius, which he proposes to sell to ambitious typographers who see in their work something besides typesetting, justification and employment of their time. As with all work emanating from the Roycroft Shop, wherein Mr. Sahlin is superintendent of composition, expensive hand-made stock is largely used for the specimens, as well as for the portfolio itself. The cover is made of heavy boards, covered at the hinge with yellow cloth — which extends about two inches over the sides at front and back — and on the sides with blue Italian hand-made stock. The rules of the cover-design are printed in bright yellow and the type in blue, the whole forming an unusual combination, which is also very striking and at the same time beautiful. The portfolio is approximately ten by fourteen inches in size. The leaves on the inside, on which the many specimens are tipped, are of the same blue hand-made stock as used on the cover, being unbound to facilitate their individual use. Lovers of the beautiful and interesting in typographic design will find much of interest and assistance in the specimens of Mr. Sahlin's best efforts, as shown in this portfolio.

CHARLES F. SKELLY, Altoona, Pennsylvania.—Your work is the exemplification of good taste in typography. Dignified, pleasing and orderly printing, such as that which you produce, is representative of the most acceptable style in vogue today. Incidentally, it is the kind that puts dollars in the printer's pocket-book, because the avoidance of gingerbread — excess of ornamentation and typographic stunts — makes it possible to do the work rapidly. It is unfortunate that all printers do not realize that the best work is also the simplest, and thereby costs less to produce — that is, in so far as composition is concerned. Italic short ands, particularly that of Caslon Old Style, are pleasingly used in combination with roman capitals, but the characteristics of that italic short and are not represented in the Cheltenham Bold character used by you on the title-page of the folder, "Our History and Aims." One of your designs, representative of the character of all your work, is reproduced on this page.

ALFRED B. MILLER, Northfield, Minnesota.—The blotter for the Mohn Printing Company is not bad, but it is subject to improvement in several ways. The perpendicular arrangement of the letters in the word "the," at the beginning of the top line, is not pleasing. To overcome the necessity of such a displeasing effect, it would, in our opinion, have been perfectly justifiable to omit the article "the." Even though that word is a part of the firm name, identity would not be impaired by its omission; and, since a blotter is not a legal document, we see no valid reason why the article should be

retained, to the detriment of display. If the groups on either side of the blotter were set in narrower measure, you could have avoided such short lines at the bottom of each and at the same time the space would be occupied with a more uniform and pleasing distribution of white space all around. We would also prefer to see

is not pleasing, as it does not harmonize with the type of the design.

WE are indebted to Young & McCallister, Incorporated, Los Angeles, California, for a large broadside produced by that firm for the Auto Theft Signal Company. The form is not only striking and effective, printed in black and orange in the high standard "Y-M" way, but it is particularly interesting because two-thirds of the inside may be cut out by the dealer after he has read it, and used as a window poster to announce that the "Security" lock or signal is "sold here." It illustrates effectively and describes thoroughly the device it advertises, which is locked about the wheel of an automobile, and, held there firmly, its sharp, hard point gouges a track in the road from the point where the car is stolen to the point where it may be secreted by the thieves. An effective illustration on this broadside depicts a mounted policeman picking up the tracks made by the sharp device, and farther down the road, along which the holes made by the device appear at regular intervals, he is shown stopping the thief, who was riding along, oblivious that he was leaving tell-tale marks behind him. When it comes to illustrating and advertising a commodity or a novelty

effectively, Young & McCallister are to be considered with the best in the business. They not only manufacture printing, but, more important and profitable, they create ideas. The printing-plant in their case is simply a medium for producing effectively and properly their main product, advertising ideas that possess a punch.

EDWARD E. BAILEY, Centre Hall, Pennsylvania.—Your new paneled letter-head is not at all pleasing. Why use two colors in such a design when there is such a slight difference between them? That difference, however, one being a tint of straight blue and the other a tint of a more purplish blue, is enough to violate color harmony. The rules do not join at all well, and the form was so poorly justified and locked up they are very crooked. We note also that, because of the rule arrangement, you had to run the job through the press three times to get the two colors. That is not efficiency, and it is especially bad since a better effect could have been easily obtained without the overlapping of colors. Some of the other specimen pages, especially the program title-pages, are very good. The blotter for the Howard Creamery Corporation is especially poor, however, the choppy appearance of the lower part, particularly, being trying to the eyes, makes it difficult for one to comprehend the words. In this particular portion of the design, the white space is broken up into small groups that are not at all of pleasing uniformity as to position in their relation to the design as a whole and to proper balance. The large italic in the main group contrasts disagreeably with the square-cornered rectangular border and card, especially since the large size causes the type-block to crowd the border closely. Had smaller italic been used, with more white space between border and type, the effect caused by this lack of harmony would be minimized and the design would then have been more pleasing. The initial is too small to use alongside the two

## Sahlin's Typography

From Axel Edw. Sahlin  
East Aurora, New York  
for

Package-label used by the typographic genius of the Roycrofters, Axel Edwin Sahlin, in mailing copies of a handsome portfolio of specimens of his work which he has recently placed upon the market. This label was printed in yellow and blue on white stock, approximating the appearance of the design on the cover of the portfolio. Mr. Sahlin's work is strikingly original and, hand-made stocks being largely used, it reflects a bookish appearance, characteristic of Roycroft printing.

roman instead of italic used for these groups, and would eliminate the hair-line rules at either end of the lines where they are used to fill them out to full measure, a function they do not adequately perform. In the first place, there is no necessity for these particular lines to be full length. Secondly, the light rules do not balance with the type, and, being lighter in tone, do not harmonize with it. The word-ornament, "and,"

### ADVERTISING RATES

IN FORCE MAY 1, 1917

### Altoona Mirror

Member of A. B. C.

Published Every Evening  
Except Sunday

Mirror Printing Co.  
Altoona, Penna.

Clean, dignified and attractive typography, a representative example of the work of Charles F. Skelly, Altoona, Pennsylvania.

lines of the text, and the large mass of white space below it, not balanced by a like amount elsewhere, is very displeasing.

EARL SINCLAIR, Mayfield, Kentucky.—It would be difficult for us to tell in one short review all the points wherein your typography, as represented on the mailing-list of citizens of your county, issued in booklet form, is inferior. One tendency we note particularly is that of setting unimportant lines in too large sizes of type, thus handicapping the prominence of the important lines because of lack of contrast. This also results in an uninteresting appearance. Another fault is maintaining too near an equality in the length of unequal lines. If display lines in an advertisement are not all of uniform length, there should be a distinct difference in length of those adjacent so that a graceful form may be obtained. Of course, we do not here refer to the text-matter of an advertisement which, obviously, should be set in a uniform block—that is, lines should be equal in such instances. By text we refer here to the running-matter, or reading-matter, of an advertisement, where considerable matter is set in one size of type. In setting a title-page, or cover, such as that on this particular booklet, one should not scatter the lines and masses over the entire page. Rather, group all the most important points, particularly the words comprising the title, with explanatory matter, toward the top. Make up a lower group of unimportant features, such as the imprint, dates, etc., and leave a reasonable amount of white space between to rest the reader, which will suggest that there is not so much matter as there really is. You should take up the study of fundamentals of typography seriously, articles touching upon which appear in *THE INLAND PRINTER* from time to time, and on which many books have been written and published. When you know shape, harmony, proportion, balance, etc., your work will be improved greatly. The book department of *THE INLAND PRINTER* will gladly send a large catalogue listing such books and will make recommendations to fit your individual needs.

THE CROCKER-MCELWAIN COMPANY, Holyoke, Massachusetts, manufacturers of bond-papers, have sent out several folders and broadsides in a campaign to exploit the advantages of their papers for half-tone printing. In addition to

the argumentative text, the folders, etc., are illustrated by half-tones, and, since the bond-papers are used, these serve as demonstrations of what may be done. On this page we are reproducing a panel from one of the broadsides, in

design in the advertising, but it should prove helpful to all who desire to print half-tones on letter-heads or other commercial forms where it is desirable to use bond-paper. Printers would do well to look into the possibilities here offered.

*The Jacksboro News, Jacksboro, Texas.*—The blotter, "Printology," is very poor. It is too complex. It is complex in arrangement, due to the number of parts—both of type and decorative units—and their arrangement, and it is complex because of the number and arrangement of the colors. Had all items printed in the third color, olive, been printed in green, a great improvement in appearance would have resulted—and the cost of production would have been reduced. Decorative rule and ornamental stunts, such as that below the heading, serve no purpose except to make comprehension difficult. The word "Printology" stands too far from the words explaining it, and it is therefore unlikely that readers will understand its meaning or grasp its significance. The word as a head-line has no advertising value. Copy made up of the sentence, "We have the equipment," etc., and the name, address and telephone number of the firm only, would have made better advertising.

With non-printers, the term, "Printology," simply confuses the issue. Outside of serving to satisfy vanity and of furnishing something to occupy the needless panel—which is a part of the decorative scheme referred to above as a stunt—the words, "Executed by Leeman; O. K.'d by McComb," serve no purpose; certainly none that will aid in getting orders. White space throughout is poorly distributed. Best results are obtained when a simple, symmetrical style is followed. By symmetrical in this sense we refer to the centering of all lines from side to side, which means that the distribution of white space will be uniform on both sides. Expert typographers who understand and can see balance, and the lack of balance, can afford to experiment with out-of-center arrangements, on which striking results are possible, but one who does not understand these points should stick to orderly, symmetrical forms.

You can learn the fundamentals underlying correct typography. Articles on those subjects have been printed in these columns from time to time, and many books are obtainable which explain and illustrate them so plainly they are readily understood.

## HALFTONE PRINTING on BOND PAPER

By EUGENE ST. JOHN

THE texture of the screen of halftone plates to print on bond paper should not be too fine, screens of from 110 to 133 lines to the inch printing best.

A good stiff ink finely ground should be used and, if black, one that is toned with purplish blue. Cover inks also print well on bond paper. The average job ink is not viscous enough, but will generally answer if stiffened with either cover ink or No. 8 Varnish. Sodium silicate may be used to stiffen black ink, but as it is alkaline it kills the luster of the ink, causing it to appear flat.

An excessive squeeze is used in printing on bond paper. It is important in order to avoid squashing of the ink between the halftone dots to have the rollers set light. A well-seasoned roller is required to properly dislodge bond ink.

The mechanical chalk overlay and the zinc overlay give the best results in halftone makeready. The 12-point chalk overlay board is used for bond paper. The overlay is carried as close as possible to the drawsheet.

If hand-cut overlays are used they should be made stronger than for use on coated paper. After the impression has been leveled with tissue the several tones of the plate are taken care of with increasing thicknesses of onion-skin tissue or folio. Where the subject of a halftone is well defined and surrounded by a sky or vignette, the entire subject should be overlaid with a sheet of—say 25 x 38—60 lb. print paper.

When printing vigneted halftone plates, the overlays should start on a weak impression, which shows the edges of the vignette just printing. The center of the plate will not be printing.



In marking up such an impression for overlaying, the edges are missed by a nonpareil when making the outside tracing for patching. Successive smaller tracings inside should be about equidistant at their edges. The nonpareil between the edge and the outside tracing should be skived, chamfered or beveled to the edge and the edge itself to the depth of a point or two—no more—cut away. This sort of an overlay will give the delicate fadeaway effect. But if the edge is cut away to the depth of—say a nonpareil the impression will be taken away from inside of the edge and come back on the edge and cause it to print heavy, which is what we want to avoid.

When printing on bond paper or other hard, uncoated surfaces it is better to make ready on the paper to be printed. When making a beveled overlay use heavy ledger stock. The edges are best beveled with sandpaper.

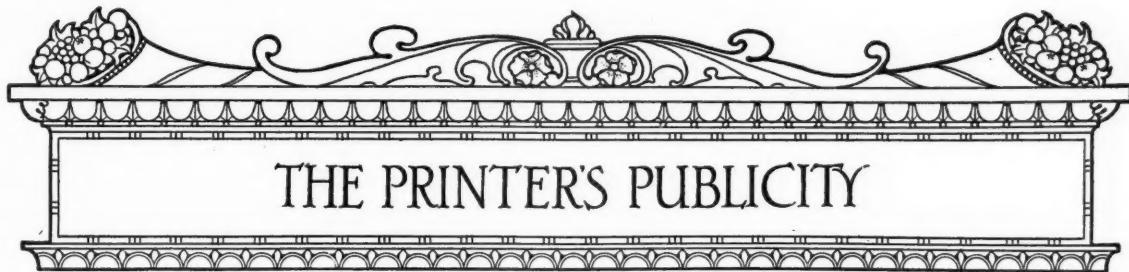
When printing very heavy halftone forms on bond paper, it is not necessary to slip-sheet the work if excessive squeeze is used and the color carried light. If the cylinder press is fitted with a gas burner, it will not be necessary to slip-sheet at all, when inks are not superposed on each other.

If it is desired to print on one side of the sheet with no indentation showing on the reverse, it is only necessary to pull an impression on the paper used, cut the impression exactly to its edges from the sheet and securely paste this cut-out on the drawsheet in register with an impression thereon. This cut-out on the drawsheet acts as a male die does in embossing and effectually prevents the impression from showing on the reverse of the sheet.

The Crocker-McElwain Company, Holyoke, Massachusetts, manufacturers of bond-papers, recently issued a folder descriptive of the advantages of their product for half-tone printing. The above illustration is a reproduction of a panel from that folder.

which an interesting and informative article is given on the subject of printing half-tones on bond-paper, by Eugene St. John, an authority on presswork. The reproduction is not only illustrative of the character of typography and

mentals underlying correct typography. Articles on those subjects have been printed in these columns from time to time, and many books are obtainable which explain and illustrate them so plainly they are readily understood.



## THE PRINTER'S PUBLICITY

BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising.

**"For Business Reasons."**

"Having an efficient plant and personnel in all matters pertaining to the making of artwork, platework and printing, we propose to place at your disposal this service in such a way as to make it possible for you to deal with us

matter in the way described in the foregoing statement. Now, there is nothing particularly new in this manner of arriving at the purchase price of printing, for printers of the present day, with their cost-finding systems, have long been able to determine prices in this way. But there is

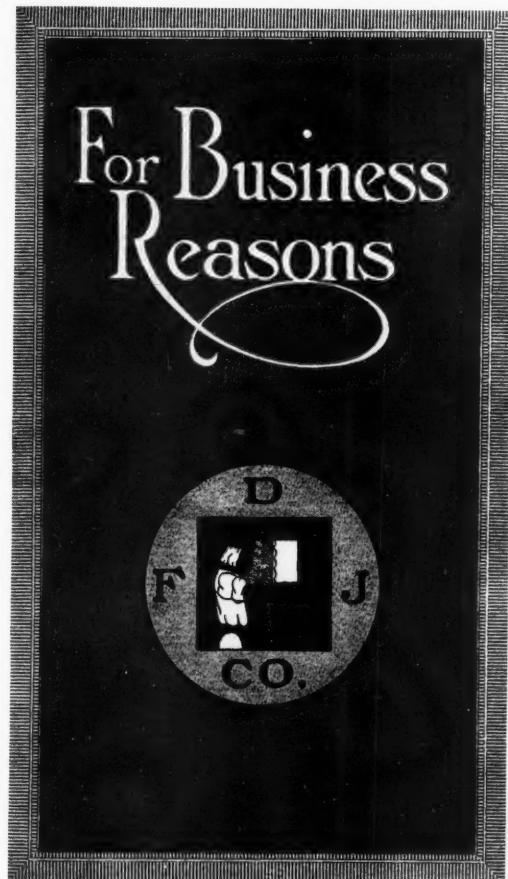


FIG. 1.



FIG. 2.

on cost plus profit basis, which will be much more satisfactory than methods of purchasing generally."

The Frank D. Jacobs Company, of Philadelphia, in a small folder called "For Business Reasons" (Fig. 1), uses the argument that all purchases of printed material should be placed on an efficiency basis, and offers to deal with customers in the production of advertising and publicity

a new idea in pointing out to customers that they are able to buy printing by this businesslike method, and if more publicity were given to this detail of the printing business there ought to be developed a better spirit of coöperation between customers and printers and there would be less jobbing of printing orders. It is a good point that the Jacobs Company makes in calling the attention of the

buyers of printing to the fact that this is the only article, probably, that they buy in an unorganized way.

"Why not put the purchase of your printed-matter on an efficiency basis?" asks the Jacobs Company. "You

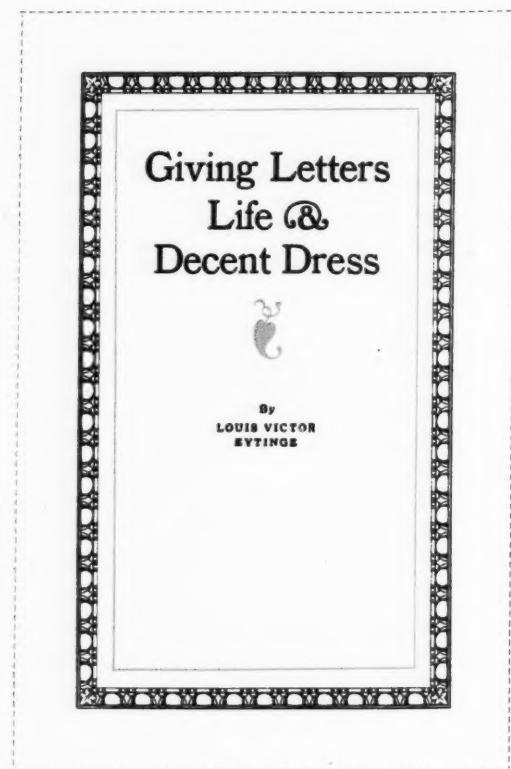


FIG. 3.

would never for a moment consider delegating the purchase of raw or finished material in your own line of business to any one but an expert. Many buyers deviate from such accepted business practice when buying printing."

This small folder of the Jacobs Company, it seems to me, is a well-directed bit of publicity material. In general, it constitutes an appeal to consider printed-matter, and to deal with printers, on a par with other business concerns. Most printers, I believe, will admit that there was a time when such was not possible, but with the high standard that the printing business has reached and the service that printers are able to give there is no reason why it should not be done in the present day. Buying on such a basis would necessarily eliminate price-cutting and cheap products.

The message of the Jacobs Company is issued in the form of a folding post-card, with four pages printed in colors, stapled within (Fig. 2). There is a return card for those who desire to learn more of the plan "to place printed-matter on an efficiency basis."

#### Aiding Business.

In recent issues of *THE INLAND PRINTER*, the writer has called attention to the service that printers are offering their patrons and the publicity that they are giving to this service. The situation as to the lack of salesmen and men for other work, as well as general business conditions due to the war, has caused the Mortimer Company, Limited, of Ottawa, Montreal and Toronto, to evolve a

plan of rendering service that is most ambitious and far-reaching. It is excellent publicity for the Mortimer Company and has exceptional advertising value, but, far better yet, it is a plan backed up by the desire to afford real service, and the company can scarcely help but realize that aim.

The Mortimer Company has compiled twelve booklets, each the work of an expert, to be distributed free to all business executives in Canada, or elsewhere, if desired. These monographs, written by business leaders whose services have been obtained expressly for the purpose by the company, tell how to write letters that bring results; how



FIG. 4.

to build business-getting booklets; how to design catalogues that originate orders; how to prepare and revise mailing lists; how to plan direct-mail advertising campaigns and how to make newspaper and magazine advertising pay. The first of these booklets, "Giving Letters Life and Decent Dress" (Fig. 3), has been issued, and if the others to follow are as practical and well written as the first of the series, the Mortimer Company may feel

assured that it will be well repaid by the service it has performed for business men and advertisers.

The first of these educational bulletins, curiously enough, is written by Louis Victor Eytinge, a prisoner in the Arizona State Penitentiary. It is said of him by the Mortimer Company that his contributions on the science of business-letter writing have been more widely printed, because of their real worth, in publications of various kinds, than those of any man except Hubbard. Using the tramp letter, one of the millions of worthless, characterless missives that go into the waste-baskets yearly, as his theme, his dissertation on the subject is a remarkable one—not because it is the work of a prisoner behind bars, but because of its simple, direct way of stating the truth about the average business letter as it is written today. It is remarkable also because of the practical, matter-of-fact ideas and suggestions that Mr. Eytinge gives for the writing of letters that will serve the purpose for which they are intended.

There may be a great many men who are capable of writing good business letters, but the fact remains that the larger proportion of them are not. The average business man, then, who reads with care the Eytinge article, if it is a business, publicity, sales or collection letter that he has to write, will undoubtedly glean a good many ideas that will help him in his task. He will learn, first of all, of the necessity of building the right sort of a letter, and if nothing else, the main thing that is the matter with the average business epistle—the fact that the writer generally becomes too self-conscious and sends out a stiff, stilted, unnatural letter, whereas the simple, direct, conversational style was what he should have used. But that is only a minor part of what Eytinge tells in his message of aid to business, through the Mortimer Company.

The Mortimer Company is advertising its series of business-aid bulletins by a circular explaining its aims and objects and offering to send them free to all business men, executives or heads of departments who believe they would be

interested in having them. The company has abandoned its solicitors and myriad mailings, and is using its sales allowance for the publication of the booklets, which, it says, are designed wholly to aid business men. The company expresses the hope that the series, when completed, will prove one of the best volumes on business that has ever been published. There is also a feeling on the part of the company that it is performing a patriotic duty in aiding business and, incidentally, in freeing its solicitors to take up arms.

The booklets will all be of some standard size, convenient for filing or binding, if wanted for reference purposes. They are printed on good stock and are attractive in appearance. Illustrations will be used.

As a forerunner to the series, the company has distributed quite a unique booklet of ten pages with the title, "Put the Postman on Your Payroll" (Fig. 4). It deals with the problem of wholly supplanting the work of solicitors, now that the war demands men, by the use

of direct advertising matter, including detailed suggestions on the kind and character of advertising literature that every sort of a business organization can use to advantage. Here, indeed, is the solution of a very difficult problem.



FIG. 5.



FIG. 6.

#### "Stet."

Stettiner Brothers, Inc., of New York city, have joined the ranks of those printers who believe that a house-organ is worth while. *Stet* is the name selected for the publicity medium, the first issue of which is just off the press. Just why this most-used word in the printing world was chosen is easily seen when you run across this in the magazine:

"*Stet*—Let it stand. Satisfactory—no reason for change; also abbreviation for Stettiner Brothers, signifying: Stettiner service is satisfactory—Let it stand."

*Stet* starts out on the right track and if it maintains its present standard it should add to the business of Stettiner Brothers. There is an article telling how the plant is equipped to solve the printing problems of buyers; another giving some practical suggestions

for those who write advertising copy; another on the ordinary business man and his attitude toward the various specimens of printed-matter that reach his desk; another on salesmen and sales, pointing out what a business concern can do with the proper use of direct advertising; and still another on the futility of trying to conduct business when you are angry, written by Dr. Frank Crane. Other brief tales with morals deal with the use of advertising and the writing of advertising literature.

This new magazine, with its dozen or so pages, is small, but the editor has succeeded in crowding into it a vast amount of interesting and valuable material. He succeeds, also, in getting you interested in printing and advertising; and, while you are thinking about it, he does not let you lose sight of the fact that if you have printing to be done you can get the right sort of work from Stettiner Brothers. It is printed on enamel stock, is 4 by 5½ inches in size, with cover, and is attractively made up. The front cover carries the American flag (Fig. 5). The editor invites any one who wants printing done to rip off the back cover and throw it into the mail-basket. It is already filled out and addressed, and all the sender has to do is to check the time that he desires a Stettiner salesman to call.

#### "Mon-Roze-Mark."

The word "clever" best describes the booklet that the Monroe Printing Company, of Huntsville, Alabama, issues to keep in touch with old customers and prospective buyers of printing (Fig. 6). There is an originality about every bit of writing in this diminutive "house-horn," as the producer calls it, and, brief as it is, each article tells some interesting fact or gives some useful suggestion about advertising and printing, especially about Monroe's service. For instance, there is a little story in this month's issue on how "Rastus" keeps the Monroe plant clean. Despite the fact that tradition has always had newspaper and printing plants in the class of the unkempt, it wouldn't occur to the average person to call attention to the fact that his shop is kept clean. Yet the Monroe booklet tells you about it, and when it has finished it has you feeling that this is the only sort of a plant that can produce printing of unusual quality with promptness of delivery.

Only four small stories appear in the booklet, but there is human interest in each, and that means that the Monroe advertising will be read. A small cartoon heads each one, the work of the company's art department. When the Monroe Printing Company started business, everybody in that territory thought "printin' wus printin'," just so much type, ink and paper were used in the making, and

the printer who bid the lowest on the job got it, says the editor of the house-organ. But not so today. They know that quality and not price is the big thing. We can readily see how the company has accomplished this if it has produced as good advertising literature for its customers as it does for itself.

#### "Specialization."

In these days of specialization the Logan Printing House, of Chicago, is one of the printing firms that is following that trend manifested in other lines of business.

It is putting forth its efforts toward the production of business-getting advertising and printed literature for the manufacturer of automobiles and automobile accessories. In a striking folder of large size (Fig. 7), attractively printed in colors, it carries a convincing argument on this question of specialization in producing printed-matter. It is an appeal that doubtless will have weight with the automobile advertisers. Here is the Logan Company's argument:

"A packer sells to meat markets.

"A shoe manufacturer sells shoes to shoe stores and department stores.

"A paint manufacturer sells to decorators, hardware stores, department stores and druggists.

"And the ordinary printer sells to everybody. We say the ordinary printer because some printers specialize. Some specialize on railroad

printing. Some specialize on mail-order catalogue printing. Buyers of printing have found that it pays to deal with the printer who specializes."

There follows a statement of how the company has concentrated on the matter of automobile advertising for automobile manufacturers and how that concentration, or specialization, will enable it to produce printing of more value to the automobile advertiser than the product of a printer who has no specialization in this particular line.

#### "B. P. P. Imprint."

In the Transvaal Colony, South Africa, there is being issued a printer's house-organ that is not only pretentious in size and pleasing in typographical make-up, but one that rivals in quality and general effectiveness the publicity mediums of any of the printing establishments of this country. It is the work of O. H. Frewin, of Middleburg, letterpress and color printer, proprietor and publisher of the *Middleburg Observer* and the *Witbank News*. The *B. P. P. Imprint*, short for "Bright, Prompt Printer Imprint," is admirably designed to spread the gospel of good printing and worth-while advertising among the buyers of that country. It ought to bring immediate results.

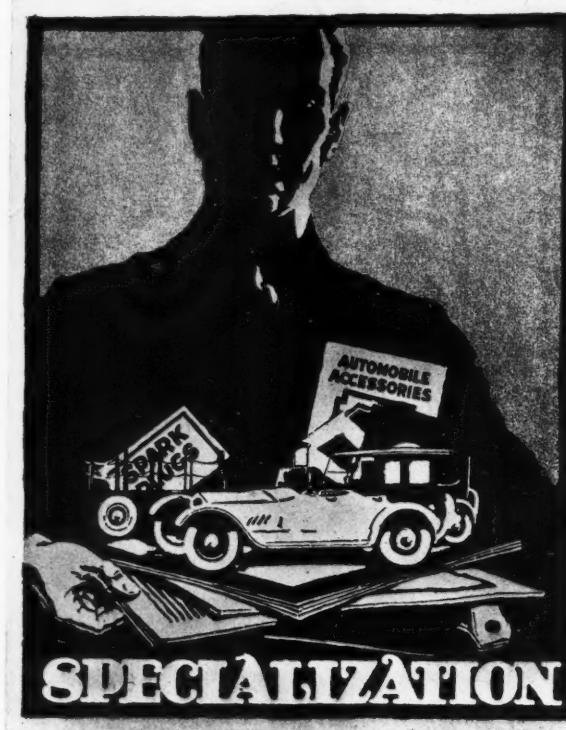


FIG. 7.

The first issue of the *Imprint* is devoted largely to the advantages to be gained by the use of color printing. That Mr. Frewin is able to produce colorwork of the first quality the reader of the house-organ need have no doubt, for on practically every page specimens of color printing done in his own plant are reproduced. They are attractive, well-printed specimens. The field for colorwork and printing of a better quality than the ordinary has been little developed in the South African territory, and Mr. Frewin is starting a campaign in his house-organ with a view of invading that field. It is a campaign of education that he has begun, presenting not only samples of work that he is prepared to do in color illustration, but, along with it, valuable ideas and suggestions as to how advertising material so illustrated may be used to obtain the greatest results—the largest return on the investment.

Mr. Frewin is a pioneer in the matter of good printing in South Africa. There, as in most other countries, the users of printing have been slow to realize that there is a distinction in printing products; that good printing, well illustrated, brings results where the cheap kind does not. By setting and adhering to a standard in his own plant, and now with the aid of his house-organ, a campaign for the right kind of printing, the kind that pays the buyer, will be carried on. The printing establishment at Middleburg also has been equipped to back up this campaign in every detail. That is made manifest by the pretentious character of the magazine and emphasized strongly in various ways throughout the text.

The *Imprint* contains sixteen pages, 8½ by 11 inches in size, and is printed on enameled stock. Each issue will show various styles of printing selected from the everyday output of the plant. In every issue the specimens will vary so that they will prove valuable for reference. Editorialy, Mr. Frewin says of the purposes of the magazine he has just started:

"In every issue some information will appear which our experience has taught us to believe is 'worth while.'

"We believe that the primary purpose of advertising is to help sell goods, and that it is to our ultimate advantage to assist our clients in selling goods.

"So, our service means placing at your disposal the judgment of our experience to aid you in getting the best and most economical results."

The front cover carries a sample of "dupletone" process, a suggestion to buyers of an effective cover illustration. There is a three-color reproduction on the first page, and on a succeeding page illustrations showing the gradual development of this reproduction in the consecutive printings. There follow throughout the magazine full-page samples of the kind of colorwork that Mr. Frewin's plant is prepared to provide for advertisers, all of them pieces of actual work produced for large concerns in the territory. One of these specimens consists of poster stamps supplied to the Pretoria municipality. The idea of using poster stamps for showing South African views originated with the Middleburg *Observer* office, and the city of Pretoria was the first to buy a large quantity of the stamps for advertising purposes.

The *Imprint* is filled with excellent hints and ideas on the use of printing and advertising, some original views and others taken from the writings of authorities of this and other countries on the subject.

The back cover carries this significant inscription, "Some people need cranking. Others are self-starting." As a starter for the users of advertising material along the highway of good printing, we feel sure that the house-organ will serve as an effective crank.

Written for THE INLAND PRINTER.

#### INDIVIDUALITY IN MACHINE COMPOSITION.

BY JACK EDWARDS.



O the careful and artistic operator of a composing-machine, nearly every batch of copy received to be set contains within itself the possibility of individual treatment. And in many cases the suggested treatment of any particular job, on the part of the operator, when brought to the attention of the one for whom the job is to be done, meets not only with approval but enthusiasm as well. Here, indeed, is food for thought.

Nearly every college-publication editor is anxious that his "sheet" should possess a drawing personality. Naturally, he wishes to boost his college just as much as possible, and so he wishes the publication over which he has charge to stand out in its field, and to be attractive and inviting. Finally, he wants his college publication to express his personal idea of the best in college journalism. All of which renders such an editor especially susceptible to suggestions of a typographical nature on the part of the composing-machine operator.

Individuality may be put into a college publication in a number of ways typographically. One of the simplest and most effective methods of doing this is by employing the initial of the college in dash lines. In the case of Harvard, for instance, instead of using an eight-em dash, say, between headed articles, would it not be more individualistic to use an "H" with four-em dashes on either side of it? And between the articles without headings under a departmental heading, would not an "H" with an em dash on either side of it be more distinctive than merely three-em dashes?

But this idea of employing any certain initial in the midst of a dash line need not be limited to college publications, of course. The idea might be utilized in many other publications with equally good results, especially in booklets the chief reason for existence of which is to advertise something.

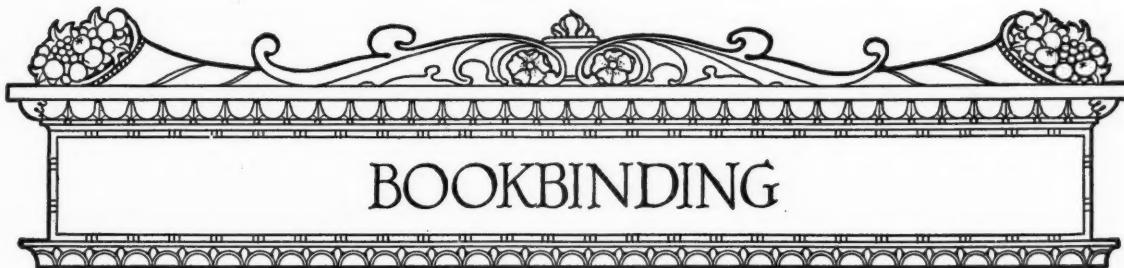
Of course, the operator should not experiment with artistic effects to the extent of materially decreasing the output of his machine, for the chief object of the composing-machine's being is its capacity for speed. However, it can not be successfully denied that the operator has at least some little right to self-expression; and if he can make a typographical suggestion for the betterment of any certain job to the one for whom the job is to be set, without involving additional expense and loss of time for his company, he should be encouraged to do so. Such a suggestion, if approved and followed out, will work a threefold good. As has been stated, it will afford the operator a chance for self-expression and so help to keep him contented with his work. Moreover, it will please the customer by instilling individuality into his job. Furthermore, it will act to the decided advantage of the firm doing the work, by showing the customer that it is desirous of making his job better than necessary.

The workman should never attempt to plane down a letter or point without first being sure that there is no dirt or other obstruction on the bottom of the character. Periods, commas and other small characters should never be planed down when they appear to be higher than the type-matter surrounding them. Better unlock the form and push them down with the fingers, or place the tip of a composing-rule on the shoulder of the type and push down to place gently.



#### IDEAS IN THE FORM OF CATALOGUES AND SCHOOL ANNUALS

A specimen group from a brochure entitled "Some Advertising Literature That Stimulated Actual Business," forming one unit of a direct mail campaign conducted by the Knoxville Lithographing Company, Knoxville, Tennessee. The brochure—it is more than a booklet—is excellent in copy, format, design, and in every detail of production; of such quality, indeed, as is bound to impress potential customers with the ability of that organization to successfully handle all commissions entrusted to it.



BY JOHN J. PLEGER, Author of "Bookbinding and Its Auxiliary Branches."  
Copyright, 1917, by John J. Pleger.

The purpose of this department is to make printers better acquainted with the foundation principles of good bookbinding. Inquiries of general interest regarding bookbinding will be answered and subjoined to these articles. Specific information can be arranged for by addressing Mr. Pleger, care of The Inland Printer Company.

**No Need of Wrapping Faint-Line Ruling-Pens When Only One Color of Ink Is Used.**

A Texas ruler writes: "I have worked at ruling for about four years in several different shops, and find that some rulers wrap their faint-line pens, while others simply lay the faint-blue flannels on the pens. Which, to your mind, is the most expeditious, and is there any special advantage in wrapping faint-line pens when they are all of one color?"

**Answer.**—Faint-line patterns need not be wrapped except when there are different colors. The method in vogue in up-to-date shops is to draw the ink brush through the pens and lay four to six layers of flannel on the top, covering about one-half of the pen. A zephyr is wrapped on the first and last pen to insure the flannel remaining on the pens. It is claimed by rulers who still wrap faint-line pens that on long runs it is safer and assures an even flow of ink. Ink should be applied to the flannels at regular intervals to produce uniformity in ruling. It is unsightly, to say the least, not to have uniformity of color throughout the ream. Good ruling, as well as good printing, is determined by the evenness of the ink on the sheet throughout the whole job. It is obviously more expeditious to lay the flannel on all the pens than to wrap each individual pen with zephyr.

**Printing Titles on Law Books.**

A Carolina binder writes: "I am working for a law-book publishing house which, until recently, has been binding their books in law sheep with leather titles pasted on the back. Owing to high cost of leather, we are now binding the books in buckram with leather titles pasted on the backs. Stamping the titles and pasting them on the backs is an expensive operation, and we believe that some concerns print the titles in ink and stamp the lettering in gold. We have often thought that this could be done, but hesitate to venture because of our inexperience. We will appreciate it if you can enlighten us on the subject."

**Answer.**—Buckram is largely substituted for sheep on law books by most of the law-book publishers because it is considered a better-wearing material. The books are being bound more cheaply in that a case book is substituted for a hand-bound book. The cases are made and left to dry before the stamping operation begins. Solid brass or electrotype dies the exact size of the titles are glued on the platen of the stamping machine, the machine heated, the gages set and the cases fed into the machine, where they are stamped under a firm pressure. After all the blanking has been completed, tear down the bottom title die, ink the machine with red ink after it has been

allowed to cool off and feed the cases into the machine a second time. After all the cases have been printed in red ink, glue the bottom title die exactly in the same position so that the black ink impression will hit the blank impression. Wash up the stamping machine, apply the black ink and proceed with the stamping for the third impression. Just as soon as the red ink is dry on the covers, wash up the machine, apply the red ink and put the covers through the machine for the fourth time, and the second red ink impression. Repeat the operation for the black ink, making it the fifth time through the machine and the second black ink impression. After the ink is thoroughly dry, prepare a size of shellac, cut in grain alcohol to the consistency of milk, and apply it with a soft sponge or a camel's-hair brush. Some stampers prefer to use white shellac boiled in water and borax, which, after it is dissolved and cooled off, they reduce to the consistency of milk and apply in the regular way. The shellac is sometimes called bleached or French white, and can be obtained in drug stores. Lay on the gold leaf or oriental tissue in the regular way, glue the lettering dies to the platen, heat the machine and feed the covers into the machine for the sixth time. After these operations have been completed, wipe off the surplus gold or oriental tissue, and the covers are ready for the caser-in. The ink for printing covers can be purchased from reputable bookbinders' supply houses or printing-ink houses. Pasted titles become unsightly in time because they peel. Printed titles can not peel, and where bands are provided to protect the titles they will outlast leather titles.

**Roach-Proof Binding.**

A New York binder writes: "Law books are our specialty and we have been binding them in law buckram instead of law sheep, which we think is a better-wearing material, but it has its drawbacks in that the cockroaches seem to attack it, whereas the sheep is immune from the attacks of these bugs. We export a great number of our books into tropical countries and the majority of our complaints seem to come from there. We understand that there is a maroon buckram for which immunity from our present trouble is claimed by the manufacturer. Can you suggest a remedy in the shape of a varnish which might be applied to the covering material, or would we be safe in changing our styles of binding to the maroon color?"

**Answer.**—The principal enemies of buckram and book cloths are cockroaches. In the tropics these pests are as large as a small canary bird and frequently fly about the room. The Government Printing Office, in consequence of the experiments conducted by the Bureau of Standards,

concluded that certain buckrams were immune from attack by croton bugs, to which the then Public Printer, Mr. Donnelly, gave the following endorsement: "One of the strongest guarantees which accompanies this material is that it is positively bug-proof, which is an important factor in material for use in this country, and undoubtedly would be superior for use in the Philippine Islands." This, no doubt, is the same material for which the manufacturer claims immunity from attacks.

The closing section of the forty-six-page pamphlet, issued by the Congressional Printing Committee to justify its action regarding the change of binding material, follows: "After full discussion of the reports of the Bureau of Standards and the Librarian of Congress, and examination of the samples of book cloths submitted, the sample marked '666' (maroon) was unanimously selected." It would appear that the director of the Bureau of Standards and the assistant physicist, by reason of the unanimous selection of "666" buckram as a substitute for sheep, stamped that material as immune from attacks of insects and croton bugs.

These covering materials, which are said to be immune in the United States, were found to be appetizing to the cockroach of the Philippines. It was thought that the glair, or size, which is used by stampers to affix the gold leaf, attracted these bugs to the cloth or buckram covers, but this theory proved erroneous, as these materials were readily attacked when there was no application of glair or sizing. It was then thought that the glue and paste used in making the cover were responsible, but this likewise proved erroneous; and the conclusion was reached that the bugs found the coloring substance nutritious.

During the years 1910, 1911 and 1912, thousands of bound volumes were sent over the world by the Philippine Government, in which coupons were inserted requesting information as to whether or not the covers were attacked by insects or croton bugs. On these books a varnish was used which was said to have been recommended by a commission appointed by the British Government, composed of 2 ounces dammar resin, 2 ounces mastic, 1 ounce Canada balsam,  $\frac{1}{2}$  ounce creosote, 20 liquid ounces spirits of wine, and another prepared from a formula of the Bureau of Science of the Philippine Islands, containing 400 grains bleached shellac, 160 grains white resin, 8 grains bichlorid of mercury, salicylic acid or tymol, and 8,000 grains c. c. alcohol (96 per cent or stronger). The Governor-General of Mozambique, Portuguese East Africa, made the statement regarding books varnished with the second preparation that "cockroaches, which abound in that country, gnawed the greater part of the binding in ten days." This varnish was issued with the caution, "Do not get on the hands during use or it is apt to cause eruptions." Any preparation which is strong enough to cause eruptions and to kill the bugs which it has not prevented from attacking the material, but punishes them after the damage has been done, is dangerous to use on books, as it can easily be transmitted to the eyes, and as it was found that varnish does not give immunity, none should be used.

The writer, while at the Government Printing Bureau at Manila, Philippine Islands, in his endeavor to find a substitute for cloth which would be free from attack, was reasonably successful, and he discovered that certain colors of Fabrokoid, Pluviusin, Texoderm and Ganette were immune; these materials are said to be water and stain proof, which enhances their value as a covering material and should be interesting to all lending libraries, from a sanitary standpoint of spreading disease.

The covers can be washed with an antiseptic after each return to the library. If books spread diseases, then it would seem that some such material is desirable to minimize the danger that befalls the diligent student and patronizer of the libraries. Owing to the limited number of colors on hand, a positive statement regarding all colors could not be made. Each experiment was made with from sixty to one hundred and seventy-five cockroaches in a screened pan with only water for sustenance, and one color of material at a time. If a number of colors had been put in the pan it would not have been accurate, because they might get started on one color and not bother the others, whereas if the untouched colors were to be put in alone they, too, might be attacked. The material was prepared in the regular way required by the stamper to affix the gold or metal leaf, and later washed off, as the glair or sizing used to affix the gold or metal leaf is attractive to the bugs. This was discovered early in the experiments, and it was thought best to remove all temptations in order to ascertain if the material as furnished was immune from attack. The roaches perished in about ten days without attacking the material. The results of such experiments should be of great value, as analysis of the colors found to be immune will probably suggest the method of making fabrics which are free from attack, for no book cloth or buckram should be used as a covering material for tropical countries unless it is safe from destruction by croton bugs.

#### Three-Knife Book-Trimmer.

This machine is designed to trim pamphlets and books from five inches to twenty-four inches in length, and from two and one-half to twelve inches in width. Changes from the smallest to the largest size can be quickly made, hence it is a profitable machine for small runs. A compensating automatic clamp provides for extra thickness at the back or folded sections of the book, which does not release until both ends and fore-edge have been trimmed. The pressure of the clamp may be regulated as desired. A foot treadle is provided to hold unsteady piles in position until the automatic clamp takes hold.

There are three knives, one for the fore-edge and two for the head and tail ends. The knife for the fore-edge makes the first trim, and the two end knives make their trim when this has returned to its highest point. The two end knives are parallel and cut from the fold toward the fore-edge of the books simultaneously. These knives are adjustable to any size within the scope of the machine. One operator on this machine can trim as many books as two operators on two duplex machines.

#### Thumb-Index Cutter for Reference Books.

The thumb-index cutter is designed to cut out a marginal thumb index as a guide for quick reference. This style of index finds favor in dictionaries and directories.

This cutter is operated with compressed air and requires fifteen pounds to the square inch. It is inserted in the place previously designated by a brass marker, the point slipped into place, the thumb pressed on the starter and the cutter cuts away a half circle. Leather or cloth semicircular pieces,  $\frac{1}{4}$  inch larger than the cut-out, which have been lettered to conform to the requirements, are pasted on the leaf.

Any other method is laborious and should only be employed in job-shops which do not have enough of this class of work to warrant the purchase of the cutter. Such shops may execute the operation with a gage and hammer, and afterward color the edges with a small ink brush.

Written for THE INLAND PRINTER.

**ACTIVITIES OF THE GOVERNMENT IN BEHALF OF BETTER PAPER SUPPLY.**

BY WALDON FAWCETT.

OR the printing industry in all its branches, no current activity of the United States Government has greater significance than the determined effort to bring about better conditions in the paper market and to influence the quotation of more equitable prices for the printers' most important raw material. That the investigative and corrective undertakings of the Government in this direction — Uncle Sam is proceeding simultaneously along several different routes to his goal — have not as yet been fully coöordinated, does not lessen their practical value to the trade. It may delay, but can scarcely prevent, the discovery of relief or remedies for some of the annoyances that have long confronted consumers of paper, and that have been present in the case of all grades, from the cheapest news-print to the finest book.

There is a popular impression, even in printing-trade circles, that Uncle Sam's solicitude regarding conditions in the paper market dates only from the outbreak of the present world war, and, more especially, from the price inflation which, in the case of most grades of paper, became conspicuous from the year 1916. This intimation of the recent origin of the Government's anxiety with respect to paper supply is not entirely correct. To be sure, the supposedly suspicious circumstances in connection with price advances, which caused Congress to set the Federal Trade Commission and the United States Department of Justice on the trail of various manufacturers, have been a development of the war period, but, long before war was thought of, the Government was busying itself with various aspects of the paper problem.

To cite concrete instances, it may be mentioned that for years past the United States Forest Service, which controls the Government's timber lands, has been carrying on a quest for new pulp-woods — even as it is now doing in Alaska — and has conducted experiments with all manner of vegetable substances as substitutes for wood-pulp in paper manufacture. Keeping pace with this constructive effort, the United States Bureau of Standards, Uncle Sam's great research laboratory and testing station, has been trying out all manner of innovations in paper manufacture, operating a full-fledged paper-mill especially for the purpose. Even the proposal that Uncle Sam build and operate a large paper-mill as his own source of supply for the Government Printing Office had been discussed tentatively long before war needs spurred congressmen to ponder the proposition to spend a million dollars for this purpose.

Nor was it merely the shock of drastic price advances in the paper market that made the paper situation a thoroughly live issue with Congress and the Government since the outbreak of the war. With increased costs of production due to commodity prices, labor conditions, the coal dilemma and the transportation situation, it was logical that there should be some marking up of quotations for paper. When, however, the inflation passed the bounds of plausibility and Uncle Sam's attention was directed to it through a boost of more than a million dollars in his own paper bill, it was inevitable that agitation for remedial measures should ensue. Even at that, however, the price equation, in its elementary sense, was but one factor.

Looking in another direction, the powers that be saw that paper must be taken into account in planning freight

embargoes or "preference orders" for car movements. The public must be enabled to read in its newspapers and periodicals of the need for a big army; the man on the street must be "sold" on the Liberty Loan by means of posters; window-cards are needed for the Food Administration; and printed-matter circulating freely is the very life-blood of the Red Cross. Inasmuch as few printers and publishers were found to have considerable stocks of paper in storage, the carrying of such reserves not being the custom of the industry, there was nothing for the men at the helm to do but regard paper as a "military necessity" in planning transportation. Meanwhile, the increased cost of paper, resting as a burden on the entire printing industry, was complicating tremendously the proposition in Congress to raise war revenue by means of an increase in the second-class postage rates, and the export demand for American paper, especially from South America and Australia, has done its bit to tax the new machinery of export licensing and add to the worries of the men who must apportion the inadequate supply of ocean tonnage.

The upshot of the matter is that Uncle Sam may be expected to henceforth keep a much closer watch on paper-trade conditions than has been his custom in the past. Such observation can not be accounted a war expedient, even though it has attained its intensified status in war time. It is possible that if Congress at the regular session beginning in December decides to adopt the plan proposed in the Senate by Senator Smith, of Arizona, whereby the Federal Trade Commission would be empowered to supervise, control and regulate the production, distribution and pricing of paper of all kinds, this heroic treatment would be designed as a remedy for use only during the period of the war; but, war or no war, Uncle Sam can be counted on to give closer attention from this time forward to the commercial and merchandising phases of the paper trade as well as to the scientific and industrial phases which have already been under scrutiny.

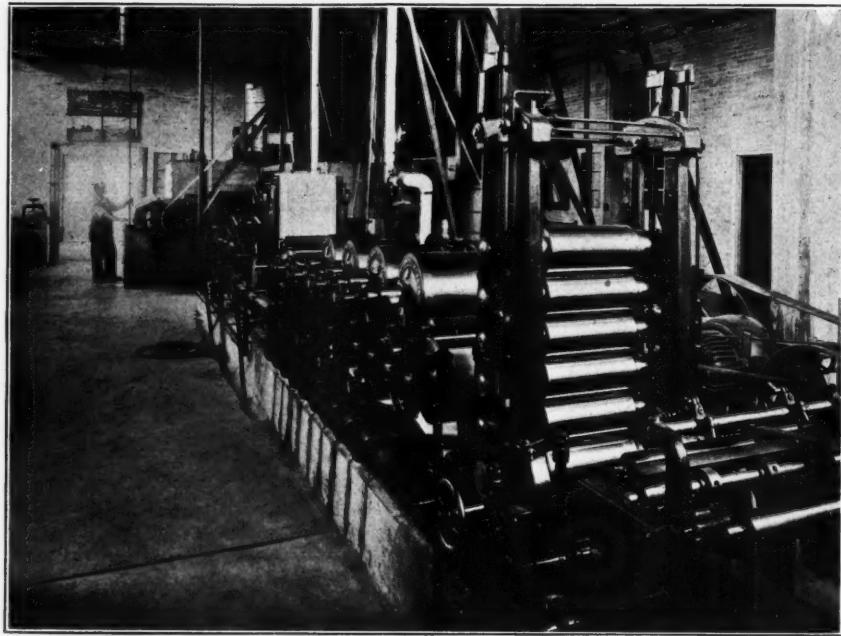
For the practical, every-day printer whose responsibility is divided between buying the raw material and selling the finished product, probably the most important move by the Government in behalf of a better understanding of the paper situation is found in the study conducted by federal experts this past year or two into costs of production in the papermaking industry. Uncle Sam's scientific work is all very well, and often it is transferred into the practical much more quickly than one would expect — for instance, take the trial to be made at a southern paper-mill, this winter, of the new process of making kraft paper lately perfected by government experts — but it is doubtful if it comes so close to home with the rank and file of paper consumers as disclosures such as have lately resulted from the study of costs of papermaking. The shrewdest purchasing agents in the country declare that they can not hope to drive a close bargain unless they know something of the cost of producing the article they are buying. By this same sign it is no harm for the printer-publisher to be as wise as possible to the overhead and investment of the papermaker and the operating expenses of the paper broker.

Because this sort of knowledge should be power in contracting for paper, the average printer could not more profitably spend a few evenings than in the perusal of two recently issued United States Senate documents, relating respectively to the news-print paper industry and the book-paper industry. Here he will find detailed tables of statistics covering cost of production in the various paper-mills of the United States and Canada. The figures are not the guesses or, to put it more politely, the estimates

of experts, however qualified, but encompass "brass tacks" information derived directly from the books of the paper producers. Furthermore, the data is accompanied by information regarding the methods of handling costs. Fully as illuminating to the printer as the factory costs will be the disclosures of the margins obtained during the past few years by the jobbers, through whom a large proportion of the domestic output of book-paper is sold.

Even should Congress at no stage be persuaded that it is desirable to establish federal control of prices for paper, even as the prices of fuel and foodstuffs are controlled through the licensing of producers and distributors, there remains the fact that one of the latest activities of the

whatever degree of success may attend this particular form of compulsion, the Government is evidently determined that henceforth the cards must be on the table when it comes to barter and trade in print-paper. There is no question that the feverish conditions that have characterized the American news-print and book-paper markets during the past two years have been due, to greater or less extent, to alarm on the part of users of paper because of a supposedly threatened shortage of supply. As has been stated, storage of paper in quantity by printers and publishers has been, in this country, exceptional rather than usual practice. In consequence, the majority of printing-plants have been operated, if not on a hand-



Uncle Sam's Experimental Paper-Mill for the Manufacture of Specimen Papers for Tests, Etc.

Government aims at this same achievement via a different route. The Clayton Act and the Federal Trade Commission Act will be invoked for that purpose. To that end we observe the action of the Federal Trade Commission in filing a formal "Complaint," wherein a charge of conspiracy to enhance prices and insure uniformity of prices is laid at the door of the "Bureau of Statistics" of the book-paper manufacturers and against twenty-three individual manufacturers of book-paper.

Presumably, if the mandate of the Federal Trade Commission is heeded there should be livelier competition in the book-paper market, inasmuch as the manufacturers whose competitive methods are thus impugned produce the major portion of the \$70,000,000 worth of book-paper produced annually in the United States. The Trade Commissioners object to paper manufacturers communicating with one another by telephone, by correspondence, or by personal meetings for the purpose of securing uniformity or enhancement of prices. Seemingly, it is the suspicion at Washington that such "gentlemen's agreements" have been responsible for the advances in prices, which amounted last year to eighty-four per cent in the case of machine-finish, sixty-six per cent in the case of supercalendered, and sixty-five per cent in the case of coated book.

Whether or not Uncle Sam is justified in waving the big stick over the heads of the paper manufacturers, and

to-mouth basis, at least on a comparatively narrow margin of reserve stock.

Such conditions with respect to raw material in an industry provide the proper stage settings for a panic when gossip or rumor or authenticated report sounds warning of a possible or impending shortage. Evidently, government officials are skeptical that the alarms which have, at intervals since the beginning of the war, stampeded a certain proportion of American paper buyers were unwarranted or exaggerated. In any event, they plan to forestall, in the future, a contingency where lack of knowledge with respect to stocks of paper in this market will allow printers and publishers to rush into the market and bid against one another when there is no justification for their costly haste to cover requirements.

To this end there was introduced, during the late autumn of 1917, the plan whereby paper manufacturers, dealers and brokers are required, under heavy penalty, to file regularly with the Federal Trade Commission in Washington weekly and monthly reports showing production, consumption, shipments and stocks on hand with respect to all grades of paper. It is obvious that with frequently revised information thus on file as to paper production and distribution, Uncle Sam will at all times have inside knowledge of conditions in all sections of the paper market, and it will be impossible to force prices or stimu-

late buying on the strength of intimations of an impending shortage of supply.

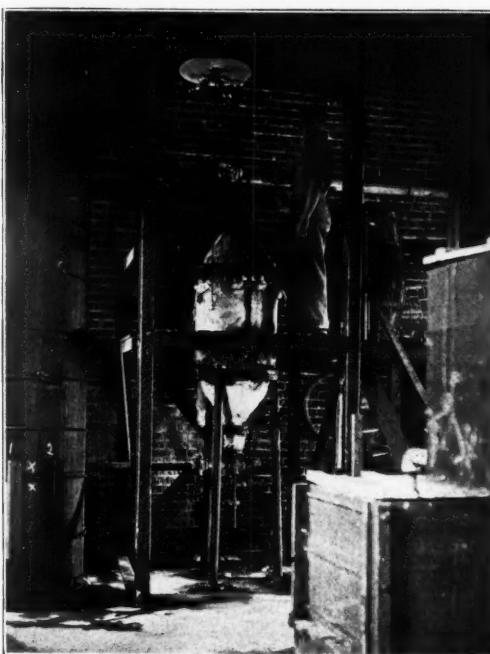
The time may come when, in order to more fully familiarize itself with the paper situation, the Federal Trade Commission will similarly request statements as to consumption, stocks on hand, etc., from commercial printers. Already, notice has been served upon newspaper publishers that they must make monthly reports with respect to news-print bought or contracted for. It is the feeling in governmental circles that if Uncle Sam is to accomplish anything in "stabilizing" the paper market, it is almost as important to have complete knowledge of the paper in storage in print-shops as to have at hand dependable information as to the stock held in reserve at the paper-mills and in the warerooms of brokers, jobbers and dealers.

Anticipation in printing-trade circles that the Government may ere long take into its own hands the fixing of the prices of the various grades of paper to ultimate consumers, is doubtless due in considerable measure to the circumstances attending the recent placing of an order for print-paper for the publication of the *Official Bulletin*, Uncle Sam's only daily newspaper, which has been published since this country entered the war, and which has a circulation of about 80,000. In ordering paper for this publication the Government virtually fixed its own price, in the face of the protests of the International Paper Company to the effect that the price is too low. Inasmuch as President Wilson has declared it to be the policy of the Government to obtain for the private consumer the same concessions from "war prices" that the Government may demand for itself, hope has been raised that regulation of price on deliveries of paper to the Government will be followed by similar repression with respect to prices quoted to private consumers.

P. T. Dodge, president of the International Paper Company, has protested that the price of 2½ cents per pound which the Government, upon recommendation of the Federal Trade Commission, agreed to pay for 400,000 pounds of news-print paper, ordered under the authority conferred by the new National Defense Act, is below the actual cost of production at this time. However, the Trade Commission insists that the price named gives the International an average margin of \$5 per ton, or ten per cent.

Uncle Sam, in his rôle of paper consumer, is not only a heavier purchaser of news-print than any metropolitan newspaper, but he is also in the same boat as the commercial printers of the country with respect to book-paper. During the year which will end July 1, 1918, the Government will use nearly 27,000,000 pounds of paper, considerably more than one-half of which will be book-paper. Some 13,000,000 pounds of machine-finish will be used in printing the *Congressional Record* and the documents and reports of Congress. Other items will include 2,000,000 pounds of supercalendered paper, 1,000,000 pounds of coated paper and 300,000 pounds of cover-paper. No wonder the Government is directly concerned over the purchase price of almost every grade and variety of paper. The Joint Committee on Printing, of the United States Congress, claims that as a result of action by Congress in ordering the Federal Trade Commission to investigate the paper industry, the price of machine-finish is today less than half what it was just prior to this "serving of notice," and further prophesies that if the Federal Trade Commission can sustain its complaint of unfair competition there is good reason to expect the price of machine-finish paper to further decline to near what this body pronounces the "normal range," namely, between 3 and 4 cents a pound.

While, for the time being, the moves of the Government with respect to the ascertainment of fair and rational prices for paper of various grades seem to be overshadowing all other activities in this sphere, it would be a grave mistake to underestimate the value and importance to the printing trades of certain other efforts—activities



Digester in which new papermaking substances are "cooked" at the United States Government experimental plant by experts who are seeking new sources of supply. Photograph copyrighted by Waldon Fawcett.

that may be regarded by some persons as academic in character, but which will, one day, have a thoroughly practical sequel. Prominent in this category is the work that is being done by the government experts in formulating standard specifications for paper.

The National Bureau of Standards has been busy, appropriately, of late with the problems connected with the utilization of waste paper for the remanufacture of paper. The processes now in use for the recovery of waste paper are very wasteful. If improvement is possible, the printer should benefit "coming and going"—that is, in a higher price for his waste paper and a lower price for his new stock. Another direction where this institution is striving to remedy the unsatisfactory, is in the quarter of paper-testing devices. The apparatus heretofore in use has been inaccurate, and the Bureau seeks to provide means for securing more accurate data relative to the quality of any paper that it may be desired to subject to test.

Two branches of the Government, namely, the Bureau of Standards and the Department of Agriculture, are coöperating to secure better results from the use of casein in the manufacture of coated paper. Heretofore, the best caseins have been imported, the domestic caseins being accounted lacking in color, uniformity of product and certain other qualifications. The first aim of the current undertaking is to develop better methods for the production of skim-milk and buttermilk caseins. While the dairy experts are wrestling with this problem, other scientists are striving to improve the processes whereby the casein is employed as an adhesive to bind a thin film of clay to the surface of each sheet of paper.

# JUST PLAIN FACTS

The war will not "be over by spring."

By that time releases on the Russian front may enable the Germans to increase their forces on the western front by a million men.

For us the war has but begun.

Begun in grim and deadly earnest.

Just now . . . three thousand miles of sea and the British fleet keep the contest in Europe.

But our boys are there.

By spring there may be a million of them and soon another million.

And behind them two million reserves.

And back of them two or three millions in training.

Vast numbers of these boys will lay down their lives that "Government of the People, by the People, for the People shall not perish from the earth."

The most that we can offer is so very little compared with what they offer.

They are wide awake and alert.

We must be wide awake and alert.

We must work harder and create more of everything that is essential, either of itself or to facilitate our progress in the war.

We must take the Liberty Loans as fast as they come and take them with thankful spirit.

We must contribute to the Red Cross and Y. M. C. A.

We must pay the war taxes gladly.

We must eliminate waste of food products.

We must, as far as possible, confine our consumption of food products to the kind not required for our army and our allies' armies.

We must eliminate all unnecessary products made of materials required for war purposes.

*We must do these things as individuals*, if we are to win the war.

Germany is not broken.

She will not be starved into submission.

She will not dethrone the Kaiser.

Germany has been a nation regimented for thirty years.

Her entire resources and activities are devoted to the maintenance of her army.

Her power is vast.

To break it is a stupendous task.

France has contended gloriously for three years and is practically at her maximum strength.

Great Britain has confined the enemy to the land for three years and made valorous combat there.

She is nearing the fullness of her power.

Russia's mighty strength of three years is falling to decay.

Italy's splendid power has been weakened.

The United States' entry into the war is more than a grim adventure.

It enters a life and death struggle between two philosophies of government.

The institutions under which we live and move and have our being are at stake.

These are facts stated in simple words.

They are the most important facts with which we have ever been confronted.

Wishes, hopes and dreams will not avail.

Salvation of the institutions we cherish depends upon acts—*the acts of individuals as much as the acts of government*.

We must be awake and alert.

We must lend no ear to those who would betray our country by staying the progress of the war.

*We can only win by the will to win*—and the will to win means the will of every individual whose heart is true to his country.

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*Office Appliances.*

Written for THE INLAND PRINTER.

**THE BUSINESS SUCCESS OF WILLIAM F. FELL COMPANY.**

BY ROBERT F. SALADÉ.



INCE the beginning of its organization, back in 1876, the William F. Fell Company, of Philadelphia, has believed in the Ideal of Service as a business principle for its guidance in daily practice. Right at the start, this firm determined to give all patrons service—Complete Service—of the highest character, and that is the main reason why the William F. Fell Company occupies a first-line position among the most successful printers of the country to-day.

It is an interesting fact that this business was born during the year in which the great Centennial Exposition opened. The first equipment was installed in a small room at 731 Sansom street, and the first book published was entitled "Sketch of the Orange Free State of South Africa." The notes of William F. Fell concerning this volume will prove how modest the mechanical equipment was at that period:

"This book was commenced on Wednesday and completed on Saturday—2,000 copies, twenty-eight pages, with a cover printed in four colors. We had only enough type for the composition of four pages. This was distributed and set up again as each form was done. The presswork was performed by William F. Fell, treadled on a quarter-medium Gordon. The composition was done by Frank J. Fell."

Starting, indeed, is the comparison. Today, the William F. Fell Company thinks little of keeping more than fifteen thousand pages of live book-matter standing, and it is a common occurrence to see twelve large Miehle presses hustling away on long runs of the finest half-tone and process color-printing. In addition, a battery of platen and automatic presses are constantly active on every variety of art and commercial work, while six monotype machines are turning out galley after galley of type-composition.

The new Fell establishment takes up an entire floor of the Gilbert building, Juniper and Cherry streets, and is deserving of honorable mention among the best printing-plants. The Fell business offices and workshops are furnished throughout with steel equipment. Each piece of steel furniture was especially designed for the particular requirements of this progressive concern by their own employees and by the Keystone Type Foundry, Philadelphia, working in close coöperation.

Upon entering the spacious reception-room, the visitor can see the handsome business offices equipped with steel desks and other furniture finished in a pleasing shade of olive-green enamel. The chairs, tables, desks, bookcases and cabinets in the president's private office, and the furniture in the consultation-room and library, are finished in oak. All partitions are of oak, finished in Scotch gray. The rugs and pictures selected are in good taste.

In connection with these attractive business offices, the reception-hall and consultation-room are unusual features. The caller is first greeted in the reception-hall, which is comfortably furnished with chairs, umbrella rack, etc. Then, if the visitor desires to talk about printing orders, he is escorted to the consultation-room. Here are comfortable chairs, large library table, and index cabinets filled with specimens of Fell printing. Under these arrangements it is possible to conduct saleswork to great advantage.

J. Howard Fell, secretary and treasurer of the company, has devoted deep thought and plans to the equipment of

this consultation department. The idea was to give customers personal service in the preparation of printed matter, and to say that all patrons are served perfectly here is merely to state a well-known fact.

The library is of extraordinary interest to the person seeking fine examples of book and catalogue printing. In the bookcases of this library hundreds of great medical publications, standard volumes by renowned writers, de luxe catalogues, books containing hundreds of beautifully colored prints, technical and educational books, encyclopedias and works of art, may be found. All of these were produced completely in the Fell workshops.

In charge of the service bureau of this firm is W. Arthur Cole, a young business man who has worked strenuously in extending the Fell Service idea among the many patrons of this house. Under Mr. Cole's direction this Service Department does everything that a big advertising agency will do for a customer with the exception of placing advertising in media. Original copy is prepared, commercial artwork, designing, illustration, photography, etc., are ordered for the buyer of printing. In addition, the typographical style, quality of paper stock, color-schemes, and so forth, are selected for the customer when desired. Moreover, the service bureau is capable of suggesting advertising campaigns for the larger buyers of printed-matter.

It should be understood by the reader that all artwork, copy-writing, etc., is not produced wholly in the Fell service department. The company is in close touch with efficient outside agencies which attend to a great deal of the special work referred to in the same manner as though these agencies were actual parts of the Fell organization. In reality, this is the best type of service for the buyer of printing, as he benefits by the "composite man" plan of creation and production. Of course, there are men on the service staff who design considerable work right in the office, but when there is an unusually large proposition to handle, the copy, artwork and engravings are prepared by the men *best fitted* to do the particular work in hand.

For many years the "black" presswork of the William F. Fell Company has been recognized as among the best presswork of American printers. During recent years, however, this concern has been turning out rich color-printing of all varieties. It is a real pleasure for the lover of fine printing to enjoy an hour in the big Fell pressroom, where a dozen large cylinder presses can be seen operating on color-plates of the closest register. All work must be as perfect as possible, else a sheet will never receive the "O. K." mark.

Occupying more than eighteen thousand square feet of floor space, and with plenty of "daylight openings"—about eighty per cent of wall space—on four sides of the building, the new Fell plant is one of the most efficient that can be imagined. It is one of the modern "everything-on-one-floor" plants. No running up and down stairs from one department to another. No hauling of stock from one floor to another. The various departments are so closely allied that there is always excellent "teamwork" among the more than one hundred skilled employees, and there is "constant production," with no "side-tracking" of important operations to cause trouble later.

The monotype battery of six casting machines is inclosed as one unit in a glass-and-wood-partitioned room. This plan to a great extent prevents the noise of the casters from distracting the minds of workers in other departments. Near to the casting-room the battery of keyboards is located. Not far away is the make-up and hand-composing section. The platen press, cylinder press and bindery departments follow in consecutive order.

Each piece of machinery is equipped with an individual motor. The smaller machines, such as wire-stitchers, etc., are of the omnibus type, so that they may be easily moved to any part of the floor. Automatic controlling apparatus governs all electrically driven machinery. The operator of a press has complete control of his machine by the use of but two buttons.

All-steel work tables, flat stock tables, bindery tables, drying racks, waste-paper balers, bins for cutting-machine trims, metal containers, as well as the special make-ready tables for the press department, are equipped with wheels so that they may be transferred from one place to another at a moment's notice. This plan makes it possible to gain many hours of time during the course of a year, as the stock, waste, metal, racks, tables, etc., can be placed in the most advantageous positions, with no unnecessary walking on the part of the employees.

In addition to having the newest style make-ready and stock tables, the pressroom is equipped with special steel cabinets for the storage of rollers, oils, benzine, rags, tools, etc., tympan-paper holders, electrically lighted register table and drying racks. Between each two cylinder presses is an all-metal "spotting-up" table with adjustable seats on each side. When the tables are not in service these seats may be pushed out of the way underneath. Large drawers under the tops of the tables contain tissue paper, paste and other materials for use in making ready.

All engravings and other printing-plates belonging to the Fell company are stored in horizontal steel files which have an index system so that any desired plate can be located without delay. These steel cabinets are also a protection against loss or damage of plates, and there is no need of wrappings.

All type sorts are kept in steel cabinets which have removable metal bins. The front of each drawer is labeled. In like manner, all standing pages of type-matter are set on page galleys and are then stored away in special steel galley racks of unusually large capacity. With a galley for each page, there is no loss of time shifting matter from boards to galleys, and there is little possibility of pied pages, type working off its feet, or other difficulties of this character.

The bindery is equipped with every machine and accessory which is necessary for finishing the product. In addition to the ordinary mechanical devices to be found in the average bindery, there is also a large power paper-drill for making holes in margins of thick books, etc.

The high quality of craftsmanship of the William F. Fell Company is due, to a very large extent, to the loyalty of its employees and the average term of their employment. For instance, Frank J. Fell, superintendent of the job-composition department, and Allison Brooks, superintendent of the bookroom and of machine composition, have been in continuous service of the company for forty-one years. John Harbison, superintendent of presswork, has been in service twenty-nine years, and O. A. B. Fischer, of the office force, ten years.

Each male employee of the Fell company is allotted a steel locker for his clothing and other personal belongings. For the female workers, there is an adequate dressing-room, with facilities for rest and the essentials for the preparation of hot luncheons. The William F. Fell Company Beneficial Association was recently formed for the benefit of all employees, and a majority of the workers have already become members of this society, which will aid the sick. It speaks well for the good health of the Fell workers when it is mentioned that during the first year of the Beneficial Association not one of its members was on the sick list.

Today the Fell composing department can produce more than 168,000 ems of type-matter during each work-day, while the cylinder presses are turning out more than 150,000 impressions a day. How is that for growing rapidly? What is the main reason for this really remarkable success? Ask William F. Fell, or his son, J. Howard Fell, and the answer will be: "By having a high ideal and by persistently and aggressively attempting to apply this ideal in daily practice. And our business policy is symbolized by the Fell mark, which means (1) Right Belief, (2) Right Knowledge, (3) Right Conduct. It guarantees honest fulfilment of printing specifications and assures absolute satisfaction to the buyer."

#### THE BOYS ON THE FIRIN' LINE.

BY R. E. HAYNES.

Did you ever go into a print-shop,  
Where the walls were all dingy and gray,  
And listen a while to the workmen?  
By and by you'll hear one of them say:  
"I'm sick of this dump! Sure, its rotten;  
The boss is a measly old skin;  
We're workin' like h—— for a livin',  
While he's makin' bushels o' tin."  
He'll knock the whole bloomin' business  
And the plant to the hell-box consign —  
But you never will find men more loyal  
Than the boys on the firin' line.

The foreman, comp., pressman and "devil"  
All join in the chorus of woe,  
But let an outsider start something  
And see where they tell him to go;  
No matter how low are the wages,  
No matter how old the machines,  
No matter how dirty the shop is,  
Or the windows that nobody cleans,  
The boss may be cranky or stingy,  
But should an outsider opine  
That such is the case — he'll get h——  
From the boys on the firin' line.

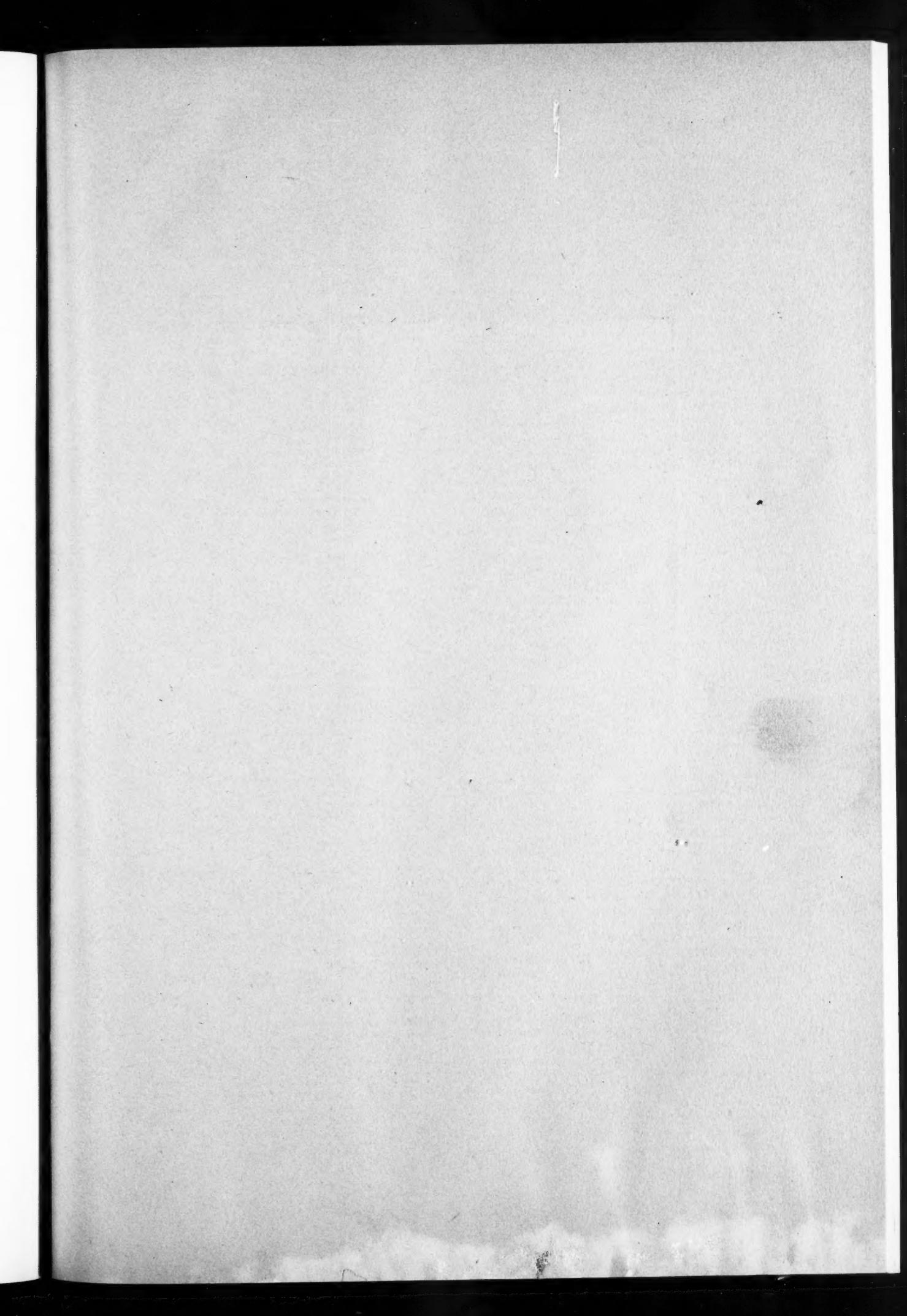
And no matter how many knockers  
You think that you have in the shop,  
It's dollars to doughnuts, I'll wager,  
A stranger would soon have to stop  
If he started knocking the outfit,  
Or telling of what classy stuff  
Was turned out at some other print-shop.  
The men put an end to his bluff.  
So, next time you're feeling discouraged  
And can't see a single good sign,  
Remember you've got some real standbys —  
The boys on the firin' line.

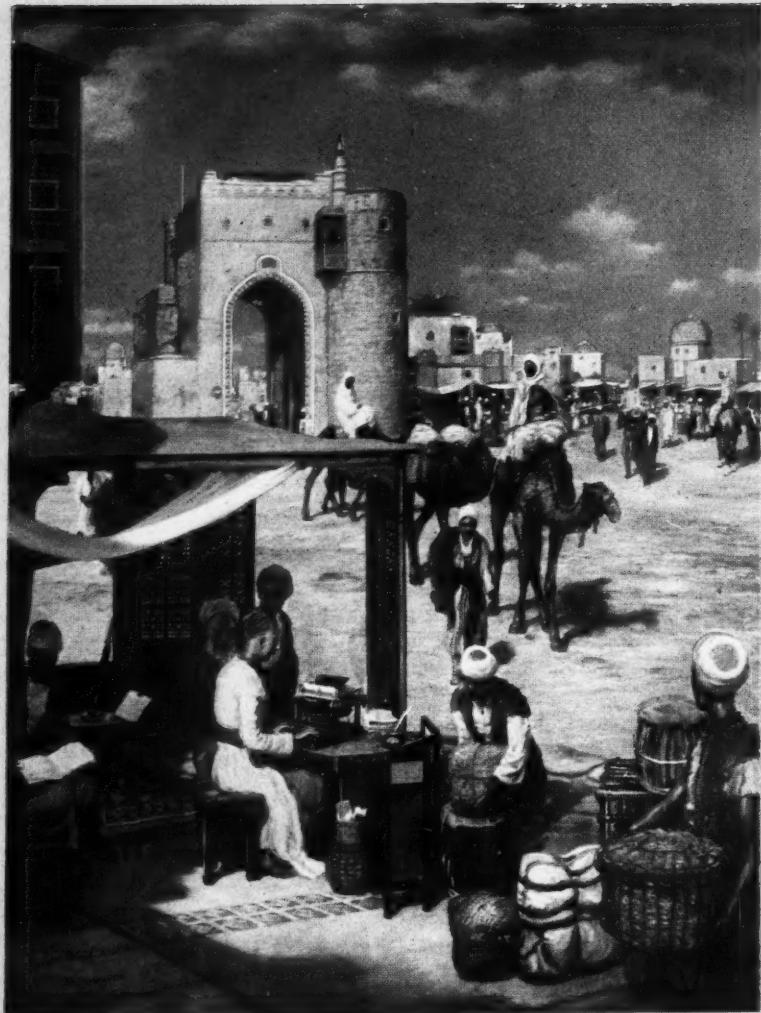
#### THE PLEASANT SIDE OF A PRINTER'S LIFE.

A correspondent sends in the following: "In an experience of over twenty-five years we have gotten a variety of orders and requests, including those for 'thin-center' visiting-cards, one copy only of a three-hundred-page book, and to have a name printed on a suitcase; but among all of them we think we are ready to 'give the cake' to the sender of the following paragraphs, received in today's mail. And the wonderful pet word 'said' will indicate, too, that they are from a lawyer.

Sometime ago I wrote you and received an answer on August 15th, and you quoted me plate and One Hundred engraved cards for \$6.40 and you assured me that if ever I desired duplicate of this order that I would be able to get the said cards for \$1.10 per hundred after my plate was made.

I sent you card, the style of which I wanted. Now, please mail me a printed card, the same as I sent you, for my inspection, so that I may be able to determine whether or not you have my order exactly. After you have mailed me this card, and it is approved by me, I will let you enter my order for one hundred engraved cards, but be sure and mail me duplicate of the card I sent you, so that I can approve the same and mail the same back to you so that you may be able to enter my order.





**SPECIMEN OF COLOR-PRINTING USED IN  
ADVERTISING TYPEWRITERS.**

Printed by The Henry O. Shepard Company, Chicago, from four-color process plates made by the Minnesota Engraving and Color-plate Company, Minneapolis. Ault & Wiborg process inks used.  
Reprinted by courtesy of the Remington Typewriter Company.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

**Ruled Blank Registers Badly.**

(1890) A New York printer submits a section of a ruled blank printed on ledger stock. The printing on the sheet appears to be a trifle out of register with the ruled lines. The letter reads as follows: "Enclosed please find a sheet of a job printed on a \_\_\_\_\_ press, lately installed and apparently in perfect condition. The sheet was fed through twice and registers, but when I laid the sheet on the form it was one-sixteenth of an inch larger from gripper to back, as the indented marks show. It works the same on all stocks, even the heavy chemical cover-stock. I have also run a number of impressions on the manila top sheet and the result was the same. I use a metal base, sixty points high; new plates, twelve points thick; form is even with bearers and the cylinder is also packed even with them. Any advice will be appreciated."

*Answer.*—In printing work of this character you can obtain better results, so far as register to ruled lines is concerned, by attaching a piece of narrow tape to the sheet-band rod above the form rollers, and by passing the tape down under the cylinder and between the page sections, or lines, and then up and back toward the rear of the feed-board that raises. This end of the tape is to be fastened to a stout rubber band, and the rubber in turn is fastened to a screw hook. This is to insure that the sheet will be held firmly to the tympan during the printing operation. The test you made by printing upon the draw-sheet shows that the press registers perfectly. In placing the tape, or twine (which is sometimes used), be certain that it does not strike on rule or type-lines, as it will break and may wrap around the rollers and cut them. The fastening of the back end to a piece of rubber, which will be stretched, will insure the tape holding the sheet firmly to the tympan. Try out this plan.

**Questions from a Pressman.**

(1897) A New Jersey pressman writes: "They say if a young man never asks questions regarding his trade or profession he will never advance in it. So here goes for a few: (1) What do you consider a fair overrun table to apply to jobs from 100 to 50,000, also for two, three and four color work of same size run? (2) How can a pressman, without consulting an ink chemist, tell whether an ink will fade when printing? (3) How can a pressman tell if an orange will rub off in powder after it dries? Paste dryer will prevent it and will also cause the ink to dry hard on press. (4) How can I prevent a half-tone ink from being 'dead' in fountain? I mean by this that the ink will not roll with fountain roller; instead, after the roller has taken all the ink around it, the balance is left 'high and dry' in fountain unless it is continually 'poked' down. I have five pounds in fountain at a time. The ink appears fine on high-grade printing, without pick-

ing or causing trouble of any kind, except as I have mentioned. One must keep at it continually or light streaks will show in printing from lack of ink."

*Answer.*—(1) Much depends on the nature of the stock, the character of the work and the quantity, and it is almost impossible to set a definite scale. This must be learned largely by experience. In runs of from 1,000 to 10,000 copies, ordinary work, the allowance for overrun will vary from eight to five per cent. Where an automatic feeder is used, the percentage of overrun is lower than if work is fed by hand. (2) The inkmaker will inform you whether an ink is permanent or fugitive. However, in default of this information, you may test it by exposing an impression in direct sunlight. Cover part of the impression with metal to screen the ink from the rays of the sun. After a week's exposure, if no change is observed, it may be considered reasonably permanent. (3) Test the ink before trying it on a job. Consult your ink dealer, as he carries specialties to correct various ink troubles. This is a better plan than to try doping ink with home-made materials. (4) Add a small amount of boiled oil and work it into the ink. Some pressmen add about one spoonful of turpentine to a pound of ink.

**Slip-Sheeting Eliminated by Careful Make-Ready.**

(1891) An eastern pressman writes: "I would like a little information concerning make-ready as practiced in different pressrooms; that is, I would like to obtain the theory for so doing. What is the object of tracing the outlines of a form of half-tones, as, for instance, in a magazine or catalogue form, composed of type and cuts, or half-tone plates and electros of type-forms. First, having applied a two-ply or three-ply cut overlay on the base sheet, over which are five, six or seven hangers and a top sheet, I proceed to pull a make-ready sheet to mark out. From habit, adopting the style of others from whom I learned the trade, I trace the outlines of the solids and portions next in density (two tracings) to be filled in with folio. This is hung on, dropping a sheet or hanger to equalize the impression for the overlay hung on. I next proceed to mark out, or spot up, the second overlay make-ready sheet, type first, cuts next. Again I trace up solids and next shades in value of density, and overlay them with the tissue. I hang this on and drop another sheet, or hanger. Then I set the fountain and run as light a color as possible, with the object of eliminating slip-sheeting. I find that there are broken spots in my high lights, resulting from the added pressure of folio tracing on first overlay sheet and also the additional pressure of tracing on second overlay sheet. I find that it is necessary to touch up those light spots on another sheet. Kindly explain, from a theoretical standpoint, the cause of this. Am I right in practicing the method I have outlined and as I

have seen other pressmen do? I have observed that old-time pressmen seldom traced a cut after applying the two-ply or three-ply cut overlay, claiming that it only necessitates superfluous work, but they invariably had to slip-sheet their work, whereas the method I have outlined tends to do away with slip-sheeting. Some employers argue, why spend all this time tracing, trimming, paring and peeling of paper, when the old-timers secured good results without it, relying solely on the two or three ply cut overlay? I notice that *The Ladies' Home Journal* and various other publications throughout the country adopt methods similar to my own, thus doing away with slip-sheeting.

*Answer.*—The object of tracing a make-ready sheet to reinforce the various shadows in a half-tone plate, we believe, has been evolved from the necessity that arises from the yielding of the tympan and the block. Of course, you understand that the amount of pressure required to properly affix the ink to the paper will be in proportion to the density of the plate. In the high-light areas, the pressure required is comparatively light, while in the solids, or heavy shadows, the printing qualities of the plate are improved by building up with folio or tissue in order that the minimum amount of ink used will give full color value. You, of course, know that the prover in a photo-engraving plant will secure excellent proofs on a hand press by printing the plate flat. He uses a special ink and hand-rolls the plate. He usually washes the plate after each proof and pulls the impression very slowly.

The results you have seen in artists' proofs are due entirely to the care exercised in inking and printing, to the quality of the paper and the grade of ink, and none to make-ready. Another point in this regard: An engravers' proof is often pulled from a plate that is unblocked. It is laid on an iron base plate, which, of course, is unyielding, and the packing consists of pressboard and a few sheets of hard paper; that is, the material used between the plates of the hand press and the printed sheet consists practically of a piece of canvas, one or two sheets of pressboard or cardboard, and possibly a sheet or two of manila, and, finally, the sheet of glazed paper to be printed upon. This gives two points in favor of hand proofs which the cylinder pressman lacks. These points are: (1) Rigidity of mounting; (2) unyielding tympan.

To come back to the reason for marking out shadows and solids for reinforcing by tissue and folio, there is a certain amount of yielding in all plates mounted on wood, and, again, in all tympans that consist of many sheets of book or news stock, hence the building up or reinforcing by means of tissues in addition to the regular patches that are employed to make blocks even, as in the case of lack of uniformity in plate thickness. If it were convenient to measure the thickness of a tympan under a solid after a long run you would find that the compression that had taken place at that point was considerable in comparison with the actual yielding at another point where the impression was lighter, as in the high-light area; hence, if this were not taken into account in the make-ready by reinforcing, the solid area would in a short time be compressed enough to cause the high-light part to sustain a greater part of the pressure than it should for good rendering of the plate. The most direct result noticeable in printing a plate flat is that the middle tones fill up quickly, and soon the high-light dots print smudgy. This, of course, is partly due to the relatively greater amount of ink used than where a plate is made ready and the proportion of ink used is just sufficient for the high light and medium shadows.

The additional pressure in the solids and heavy shadows partly compensates for the sparse use of ink, making

the slip-sheeting of your work unnecessary. We believe that where the plates are mounted on metal, and less resiliency tympans are employed, the value of a tissue or folio is greater because there will be less compression. Absolute inflexibility of printing surfaces is not considered advisable, and we consider the employment of too many hangers (white sheets) in a tympan unwise on long runs because of the yielding nature of the material. We consider the use of fewer hangers, and of more brown sheets, to be of greater efficiency, because the brown sheets are denser and yield less under continued impression.

The contention of the old-time pressmen that make-ready of half-tone plates by spotting up, in addition to regular cut overlay or mechanical overlay (chalk or otherwise), is not needed may apply to short runs, but doubtless it is needed on long runs, owing to the compressibility of materials used in tympans. It even forces the old-timers to slip-sheet, which probably is a precaution in some cases rather than an actual need. However, in your case, the extra time that is taken to reinforce regular make-ready of plates appears to be logical, and until a better way is evolved it may be a wise plan to continue. The writer believes that where a chalk overlay is employed it would, perhaps, be best to use a weak and a strong overlay for the same plate, in combination with a few brown sheets, instead of using a medium overlay and patches of tissue, together with a number of hangers or white sheets, as the latter combination has relatively greater resiliency than the chalk overlays and the brown sheets. The writer examined a tympan from a press on which a run of magazine pages was made. The tympan consisted of four brown sheets and one hard packing-board, together with the zinc overlay. There was but one sheet of white, and very few patches of tissue, used on the half-tone. The few tissues used were mainly on the type portions of the form. The printing was extraordinarily clean and sharp, and the plates did not fill up. Work was not slip-sheeted.



The half-tone illustration above does scant justice to the original, a striking store-card in patriotic colors. The card was printed in yellow, red, blue and black on white stock. The upper dark portion was printed in red; the center, not being printed, appeared in white, and the lower dark section was in blue. The plain border around the whole was in yellow. By clever manipulation of Ben Day tints, the large eagle and the small eagle on the can were printed in red, yellow and black, the can itself being in black. The card was produced by The Henry O. Shepard Company, Chicago, Illinois, for the Eagle White Lead Company.

## IMPORTANCE OF GOOD BOOKKEEPING.\*

BY H. C. GOETTSCHE.

HE subject of bookkeeping seldom receives the attention that it should; however, during recent years, much agitation has taken place on this subject owing to increased competition, with corresponding decrease in the resulting profits obtained in business. Today a good system of accounting is absolutely essential so that the merchant or manufacturer may know his actual results, not by the end of the year, as was formerly the practice, but at the end of every month—and why? Because the business man now feels that with such knowledge, presented to him in black and white by his bookkeeper or a public accountant, he can supplement the figures by his practical knowledge and understand why the results obtained show the condition to be either good or poor.

Where the business man depends on his bank account to show the results he very often fools himself, because the bank balance is not a true barometer of his business. It resembles the adage, "Lock the barn after the horse is stolen." Your bank account is low when you pay your bills, or when you have lost on operations and have much outstanding among customers. The bank account is high when you do not pay your bills, have borrowed money, have nothing out among customers or have made good profits, and also by the possible accumulation of cash by the judicious provision for depreciation before distributing profits.

Good accounting provides a charge against operation for depreciation, or wear and tear, so that the business man has the assurance that when his equipment is all worn out he has already provided for that contingency and can continue in business by replacing the discarded machinery, or that he can quit and receive in full the amount that he originally invested, plus his profits.

Interest on investment is a subject that receives much comment. Some say, "It is not part of my cost. I am satisfied if I show a profit"; others, "Interest is part of my cost, because if I can not make over six per cent on the money I have invested in this business, I am going to quit." Both are right; however, in the second instance, that man wants more than six per cent; he feels that if he took that same investment and placed it elsewhere he wouldn't work so hard and would still receive six per cent, and also be relieved from the worries of a business. Interest, therefore, may be charged against operations merely from the statistical view that the item is already in cost and therefore earned, giving at least that satisfaction. However, where interest is charged to cost, and there is a large inventory of finished stock on hand at the closing period, this proportion of the interest charged to the cost of the finished stock should be eliminated, as it is an anticipation of profits for the year.

The Federal Trade Commission early realized that there was a general tendency among small merchants and manufacturers to conduct business without an adequate system of bookkeeping for determining cost and resulting profits, and took immediate steps to try and correct this condition, as can be verified by the amount of agitation on uniform accounting systems, uniform cost systems and the like among business organizations.

\* This article, which follows up the one setting forth the views of the leading electrotypers as presented in our last issue, has been prepared by H. C. Goetsche, the expert accountant who has prepared the system of bookkeeping adopted by the electrotypers, and sets forth his views of the need of uniformity in methods of bookkeeping.

Look over the statements that your bank hands you when you want a loan. Bankers today even maintain a special department for checking up the borrower's statement of financial standing, also for studying the condition of the plant and the personnel of the management. The banker is more liberal in granting credit to the man who can show *at any time* how he is progressing, not from the view of increased business alone, but from the fact that the good business man can show these results by his bookkeeping methods. The banker also considers whether Mr. Business Man has provided for depreciation on buildings and equipment, bad accounts, etc., and the books should properly show these facts.

Insurance men compare the amount of insurance carried in proportion to the value of the stock, fixtures, buildings and equipment. Your books of account should reflect these values to avoid dispute in case of fire.

The value to be obtained from a uniform system of accounts is apparent. Comparisons—between years, months, weeks or days, also the comparison of figures when talked over between one business man and another, either in direct conversation with a friend, a competitor, or through organization, which is now the ruling business spirit—all benefit the business men when they can talk and mean the same thing. The uniform system is absolutely necessary to all business of allied interest, bakers, printers, stove manufacturers, engravers, electrotypers, contractors, tailors. Any one class of business derives benefit from a uniform system.

In time we may expect our Government to call upon us for information—other lines have received this call—to ascertain conditions in a particular line of business. You are surely not going to show yourselves backward by saying, "We can not supply the information desired from our books."

*Uniformity in bookkeeping in lines of allied interests prevents misunderstandings.*

With present conditions as they are, good bookkeeping is absolutely necessary to the business man, whether in a large or a small business. The present taxes imposed on income and excess profits are so great that the slightest error in figuring net income means much to the business; for instance, it is said that an overstatement of \$1,000 in figuring profits means a tax of not less than \$60, and possibly as much as \$760. The new laws require that a great amount of information be supplied before the amount of tax can be computed, such as percentage of profit to investment in past years, 1911, 1912 and 1913, total investment and of what it consists. With taxes at present proportions, from six per cent to seventy-six per cent, being income tax plus war income tax plus war profits tax, and possibly the tax on undistributed profits, the utmost care must be exercised before the profits for the year are entered on your books of account, not that it is your desire to evade any payment of tax whatsoever, but to be just to yourselves and your business. The new laws and regulations on the income tax require much study before attempting to close the books for the year so that you may have all the data on your books that is necessary to assist in preparing the tax reports.

While it takes some small effort to keep a set of books, the foregoing remarks may have enlightened you on the advisability of having a *good bookkeeping system*, and the information obtained will more than repay the small effort required.

*Uniformity in bookkeeping permits all engaged in any industry to talk in the same language.*

Written for THE INLAND PRINTER.

**A CARTOONIST IN CONGRESS.**

BY STEPHEN H. HORGAN.



PINTERS in plenty have honored the United States Congress by their presence; even editors have managed to squeeze in; but who would have believed that a cartoonist could get there? A cartoonist usually lampoons so many classes of people that there are few citizens whom he has not offended left to elect him to any office. And still John M. Baer, cartoonist, is sent to Congress by the Farmers' Nonpartisan Political League of the first district of North Dakota with 13,000 votes, to the Democratic candidate's 3,000 and the Republican's 8,000 votes.

Mr. Baer is the newest and youngest member of Congress, having just turned thirty-one years. He was born in Appleton, Wisconsin, where his parents still live. He was educated at Lawrence University. He is married and has two children, the older six years, and the younger fifteen months. That our readers may judge for themselves the character of man he is, we asked him for his latest portrait, which is printed here.

Congressman Baer continues his cartoons. One from the *Washington Times* is reproduced, showing a compar-



John M. Baer, Cartoonist Congressman.

ison between the ordinary American citizen and the bloated monopolist whom the Congressman hopes to put out of business. In Mr. Baer's public statements since his arrival in Washington, he has shown a fearless, statesmanlike grasp of world war affairs which makes him a valuable voice in Congress, and one that will be heard from forcibly.

Now that cartoonists are eligible, our own John T. Nolf may be commandeered into office by grateful printers in

return for the good-natured manner in which he has portrayed their trials and few rewards in the pages of THE INLAND PRINTER.

**CARE OF WOOD TYPE.**

BY R. E. HAYNES.

Wood type should be carefully cleaned after using; and if ink or dirt adheres to the surface of the letter, it should be removed by scraping with a piece of brass rule, which will not injure the letter.

Wood type must never be washed with lye, nor should it be kept where moisture will reach it. The best place to



When Government Ownership Comes, Public Monopoly Will Have a Smaller Waist Line. More Will Go into Work, Less into Fat.

Cartoon by Congressman John M. Baer.

keep such type is on a rack of broad shelves or slides, arranged against the wall, at a distance of several feet from the floor. It should be kept away from sinks or other points where there is water or the air is likely to be moist. The precautions must be followed or the type is likely to swell out of shape, or the veneer will check and split, which spoils the type for good work. Where it is possible to do so, set the types on edge (when the shelves are stationary). Standing the letters on edge allows a free circulation of air and prevents accumulation of moisture, which is harmful to wood type.

Great care must also be taken to prevent the breaking of kerned letters. To do this, the compositor should cut out portions of wood reglet and pass these next to the type line, with the cut out part next to the kerned letters. If this can not be done, use wood furniture of short lengths on each side of the kerned letters. In planing the form, it is necessary to be very careful not to crush the kerns or crack them. A cracked or broken kern disfigures a poster or other job containing wood letter, and is a source of great annoyance to a careful printer.



BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results.

#### Electric Metal-Pots are a Success.

An operator in the State of Washington writes: "I wish some information concerning the electric metal-pots for linotype machines, as the gasoline burner we now use gives unsatisfactory results, especially when it is necessary to change size of slugs, which I usually have to do a number of times in a day. My employer has signified a willingness to purchase an electric pot for the machine—provided they have proved successful—but says he does not wish to experiment, so I want to know whether electric metal-pots have proved a success. Has any make of induction type metal-pot been placed on the market? If so, do they do satisfactory work, and who sells them? I have never seen them advertised. I will greatly appreciate any information or advice you can give concerning electrically heated metal-pots."

*Answer.*—You may safely state to your employer that the electric pot has long ago passed the experimental stage and is in successful use in every section. We do not know of any induction type electric pots.

#### Leaky Pot-Mouth.

An Iowa publisher writes: "About a month ago I put in an electric pot on my 'K.' In a few days we began having trouble, as follows: After casting one slug, a drop of metal as large as two good-sized tears was deposited on the back mold wiper. With each successive slug cast this deposit would be added to until the wiper would fail to perform its service and the metal would collect on the back of the mold, with the usual results. After a thorough cleaning of the parts, a repetition of the difficulty would always result. We have been unable to locate the source of this metal. It seems as if it runs along the top of the under half of the mouthpiece, or, rather, the wedge that holds the mouthpiece in place, and drops directly from there to the back mold wiper. On that side, this wedge ends almost at the last hole in the mouthpiece. From there to the edge of the pot is about an inch, and it is in this groove that the metal is carried, to be dropped on the mold wiper during the lock-up and casting. The slugs are perfect. If you can assist us in locating our trouble we will appreciate it."

*Answer.*—We suggest the following plan to determine the cause: Clean out the opening to the right of the wedge beneath the mouthpiece. Use a pointed piece of wood, or anything, to remove every particle of metal. Cast one slug and draw disk forward and examine the opening to see if any metal occupies the place previously cleaned. If metal is found there, as you have described, you can feel certain that you have a leak at that point. You may be able to close the fissure by giving the wedge several heavy blows so as to drive it toward the key-

board, then drive it inward at the point near the right end with the edge of a six-point piece of brass rule, the aim being to close the opening, if possible, by tightening the wedge, so as to obviate the need of other means. When this is done, clean opening as before and cast several slugs, noting if metal appears as before. It may be possible that the foregoing plan will not remedy the trouble; if not, you will have to resort to another method of closing the fissure. Begin by cleaning the opening as before and, when the pot is dead cold, take some printers' lye and add some salt to the solution. With a rag apply this liquid to the place where the metal escapes. After applying a sufficient quantity of the liquid it will soak into the fissure. When the lye evaporates, the crystals are supposed to seal the openings and prevent further leaking. Usually the liquid is allowed to dry spontaneously, which may take over night.

#### Wear on Matrix Lugs.

An Idaho operator writes: "I wish to have you examine the matrix I am enclosing and tell me whether it is showing undue wear. It has been used on a Model 18, installed just a year ago this month, so that the matrices have been in use only that long. It seems to me that there should not be the wear which there appears to be on the top edge of the lower front lug. The alignment is perfect, but I am afraid that if it became necessary to fill up on some characters they would not align very well. I decided that the trouble was caused by the first elevator not dropping low enough, and that when the mold wheel came forward to meet the line the top edge of the mold groove bound on the top edge of the lug and thus caused the wear; so I loosened the screw in the elevator-head just a trifle, but found that the vise automatic would not work, so changed the screw back to its old position. I notice the 'Mechanism of the Linotype' says that the lugs are worn this way by overset or tight lines, but I am sure that is not the cause in this case, as I keep the gage set so it would be practically impossible. I wish to thank you for the helpful suggestions you gave me a short time ago, and assure you of my appreciation of any that you may give me in this case. The matrix I am sending is a good sample of the entire font."

*Answer.*—The amount of wear on the lug at point mentioned is negligible. You should have sent a small "n," or some other lower-case character, as a colon is so seldom used it would not show the wear so much as the characters referred to. We suggest that you examine the fiber buffer on the front lower rail of the assembling elevator. This piece should be renewed frequently, as it will prevent undue wear. Examine the mold-keeper and see that its upper edge is well up to the mold base. If out of position, this part will cause wear on the back lower lugs

of matrices. Graphite the following places with a brush to insure the minimum amount of friction: (1) Rails of assembling elevator; (2) rails of line-delivery channel; (3) rails of first elevator; (4) grooves of the mold-keeper and the top of the justification block. If you desire to see whether the first elevator is adjusted properly, send in a line and stop cams when plunger is about to descend. Observe the space between the elevator screw and vise cap. There should be about one point clearance. Do not change the adjustment, for it should be correct.

**Molds Should Not Be Polished with an Abrasive.**

An Ohio operator writes: "I am operating on a Model 5 linotype and, being desirous to learn all I can of the mechanism of the machine, would be pleased to have you answer the following questions: (1) What is the correct method of putting vise in second position? (2) Will polishing a mold on a felt polishing wheel, on which polishing brick (tripoli) has been rubbed, have a tendency to round the corners of the mold? (3) Explain method of putting a new verge on a Model 5. (4) What is the function of the guard above the lower front distributor screws? (5) What is the purpose of the projecting pin on the upper end of dash keyrod on Model 5?"

*Answer.*—(1) To lower vise to second position, proceed as follows: (a) Draw out stopping and starting lever and push it back quickly when the first elevator descends to the vise-head. (b) Open the vise to first position, then, with left hand, raise the first elevator to full height. While holding it in that position, take hold of the knob of the vise-frame rest and draw it out, and, as the vise is lowered, release the knob. The spring will return it so as to support the vise frame when it reaches a horizontal position. It is considered a good plan to permit the left vise-locking screw to rest on a chair to further insure the security of the vise while in this position. You should guard against moving the machine cams either forward or backward while the vise rests in this position. To return the vise to normal position, take hold of the right vise-locking screw with the right hand and with the left hand lift the first elevator, taking hold on the hand grip, which is then about even with the vise cap. When the vise reaches first position, the vise-frame rest will come into position to support it, and the elevator may be allowed to descend to its relative position. (2) It is a very bad practice to polish the mold in the manner you describe. Tripoli is a grit, and when applied by the buffer wheel will soon round off the corners of the mold, and that will cause fins to appear on the slug. If you desire to clean the mold, it may be safely done by scraping the adhering metal from the mold with sharp piece of two-point brass rule, using benzine or coal oil. After it is free from flakes of metal, its various surfaces may be polished with graphite. If the metal is strongly attached, it may be removed by liberally coating the surface of the mold and liners with blue ointment. The mercury will amalgamate the lead and will make it an easy matter to clean. This greasy compound should remain on the mold at least eight hours. After removing the grease, the mold and liners should be cleaned fully with gasoline, and the inner surface of the mold may be polished with dry graphite afterward. As we stated before, no abrasive material should be permitted to touch the mold. We have known of operators polishing off the back of the mold with fine emery paper. The fins that afterward appeared on the bottom of their slugs were traceable to this operation. (3) To put in a new verge, first lock the matrices and then remove the magazine. Raise the keyrods by the handle found near right-hand post of keyboard,

then release the catch and push the upper end of the keyrods back from the verges. Remove the screws found near each end of escapement, and lift off the escapement carefully. Place the escapement upside down on a table, or some other place where there will be no protruding nails to damage the edges of the escapement-bar. The verge may be taken out by pushing out the hinge-rod with a rod of equal diameter. When the verge which you desire to remove is reached, separate the two rods and lift out the verge and pawls. Measure the thickness of the verge removed with a micrometer, and secure from your supply one of equal thickness. Polish the new verge and the pawls on graphite before replacing, and be certain you replace any verge-springs that may have been detached during the operation. (4) In falling from the distributor-bar the matrices strike the back edge of the guard and are deflected outside the radius of the lower screw. (5) The pin is a lock to hold the catch down when the keyrod upper guide is pushed back, detaching the keyrods from verges.

You should secure a copy of "The Mechanism of the Linotype" to aid you in studying the linotype machine.

**Slugs Bind in Ejecting.**

A Texas operator submits a slug and writes as follows: "Have been reading the Machine Composition Department of THE INLAND PRINTER for some time. We have a Model 5 linotype which has shown good service for nearly seven years. It seems that the slug is damaged in ejecting. Am sending you a slug, by which you will see how it rubs on the ends, getting quite serious on one end, as it damages the last letter cast on the slug. Thinking that the trouble was caused by the mold-disk pinion being loose, I ordered a new one, but it did not seem to help."

*Answer.*—The appearance of the face of the slug at the lower end suggests that the knife wiper is interfering. It is possible that metal has lodged on the wiper guide, preventing the wiper from descending far enough to clear the slug. Remove the brass wiper, then run machine about an hour and observe if the slugs are giving trouble as before. If they do, then look to the liners, or to the ejector-blade, which may be loose.

**Remelting of Linotype Metal.**

A country publisher in New York writes: "In some subsequent issue of THE INLAND PRINTER will you please give advice as to the treatment for remelting linotype metal for a one-machine plant?"

*Answer.*—Ordinarily, after metal has been printed from, it should be remelted in a large pot and cast into ingots, which are more convenient to handle. The pot for remelting the metal may be provided with a gas, gasoline or coal furnace, and may be secured in sizes up to 1,000 pounds capacity. When the metal is in the pot and nearly melted, some sheep's tallow may be thrown into the pot and stirred into the metal with a wooden paddle so that it is well mixed in (some pots are provided with stirring devices). This grease has a tendency to separate the bright metal from the powder or oxid, and is said to reduce some of the oxid to metallic form again. At any rate, after stirring the metal in this manner for a while you will note that considerable powder may be removed from the surface with a skimmer, and that the surface of the metal is as bright as quicksilver. When the operation of stirring and skimming is completed you are ready to pour off the metal into ingot molds. The heat under the metal may be gradually reduced as the quantity of metal diminishes. In taking out the metal, dip ladle to the bottom of the pot each time to give a good mixture.

## ORGANIZED INDUSTRY.\*

BY WALTER S. GIFFORD.

**T**HE discussion this afternoon is to consider how manufacturers and members of trade associations "may improve present organization better to serve the Government and develop their output." Industry in this country has never organized so as to serve the Government in time of war. Such organizations and associations as now exist are peace-time organizations and were not designed to mobilize industries effectively for war. With the emergency upon us it was necessary, therefore, that the Government undertake to develop some sort of industrial organization. Obviously, this was much less desirable than had business in time of peace formed its own organization. The organization of industry effected by the Government for war purposes was to select certain men in each line of industry and appoint them on committees, which committees were to advise and assist the Government in regard to its needs in each industry. Some men in the industry who were not on the committees naturally felt that they were not represented, particularly as they may have had nothing to say in regard to what men were appointed on the committees. The very method by which the committees were created made it possible, although it has not been in any instance a fact, to have the industry represented to the Government in a way that might be unfair to some of its members. The business men on the committees would seem to have an advantage over the men who were not on the committees. To correct possible abuse, Congress felt it necessary to pass Section 3 of the Food Control Act, which reads as follows:

Section 3.—That no person acting either as a voluntary or paid agent or employee of the United States in any capacity, including an advisory capacity, shall solicit, induce, or attempt to induce any person or officer authorized to execute or to direct the execution of contracts on behalf of the United States to make any contract or give any order for the furnishing to the United States of work, labor, or services, or of materials, supplies, or other property of any kind or character, if such agent or employee has any pecuniary interest in such contract or order, or if he or any firm of which he is a member, or corporation, joint-stock company, or association of which he is an officer or stockholder, or in the pecuniary profits of which he is directly or indirectly interested, shall be a party thereto. Nor shall any agent or employee make, or permit any committee or other body of which he is a member to make, or participate in making, any recommendation concerning such contract or order to any council, board, or commission of the United States, or any member or subordinate thereof, without making to the best of his knowledge and belief a full and complete disclosure in writing to such council, board, commission, or subordinate of any and every pecuniary interest which he may have in such contract or order and of his interest in any firm, corporation, company, or association being a party thereto. Nor shall he participate in the awarding of such contract or giving such order. Any wilful violation of any of the provisions of this section shall be punishable by a fine of not more than \$10,000, or by imprisonment of not more than five years, or both: Provided, That the provisions of this section shall not change, alter or repeal section forty-one of chapter three hundred and twenty-one, Thirty-fifth Statutes at Large.

Any broad-minded man would have to admit that Section 3 of the Food Control Act is intended for the good of the people. It is really because the business men had failed to organize in time of peace and to be in a position to coöperate as organizations with the Government that we have Section 3. It is because the Government was forced to organize business as best it could that the situation demanded the passage of a law to prevent pos-

sible abuse in what was the only method of procedure the circumstances permitted.

Each industry would best serve the Government if it were organized on a nation-wide basis, with complete representation of all members of the industry. Organization along state lines or by localities is admirable for chambers of commerce and local civic associations, but our industrial life is not so bounded. Industries are not largely affected by state lines. A national organization by industries is the form of organization that will best serve the Government both in time of war and in time of peace. We have never needed such organized industry as much as we need it now when we are engaged in this war, and we never have needed it as much as we shall need it after the war is over, when we shall be in the midst of a world competition of unknown proportions. If we had had such an organization of business in this country at the outbreak of the conflict, the problem of mobilizing industry for war would have been simple.

Theoretically, such organized industry would be built up in this way: Every shoe manufacturer in the country, for example, would attend a convention in a large hall. He would agree to join an association to be composed of all the shoe manufacturers in the country. In a democratic way, an election of a board of directors or of an executive committee would take place, which board of directors or executive committee would be authorized and able to speak for and represent all the shoe manufacturers of the country. Such an organization would be able to advise and assist the Government to the fullest extent in satisfying its requirements for shoes.

Why has industry failed so to organize when the advantages to the country of such organization seem obvious, not only in time of war but in time of peace? In the first place, while business men would gladly organize to serve the Government in time of war, is their attitude the same in time of peace? In time of peace is not rather the Government looked upon as something apart from the people; apart from ourselves; something perhaps antagonistic to the welfare of business men? Is not the aim and thought of many to find out how Government may better serve business rather than how business may better serve Government? "How Government may better serve business" implies an attempt to obtain special privilege in that it sets the welfare of business above the welfare of the country, and such special privilege is of course inconsistent with the ideals of democracy. The truth is that to serve the Government in a democracy is literally serving the people.

Anti-trust laws and regulatory bodies are aimed to prevent abuses which every citizen, whether a business man or not, who believes in a democracy must in his own conscience agree should be prevented. To fail to recognize this, to feel that anti-trust laws and regulatory bodies are obstacles put in the way of business to prevent its being organized, is to fail to recognize the significance of democracy. Business must initiate and assist the Government in making its laws and regulations helpful, not to business alone, but to all.

Furthermore, business men must establish a code of ethics so that such laws will never be needed. If organized business will realize that its duty is to serve the people and to prevent restraint of trade, unfair competition and other abuses, such organization will not be illegal. No government in a democracy would long stand if it prevented part of the people from acting for the good of all the people. The very theory of our form of government is that in the long run it acts for the best for

\* An address delivered by Walter S. Gifford, director of the Council of National Defense and its Advisory Commission, before the War Convention of the Chamber of Commerce of the United States, at Atlantic City, New Jersey.

the people as a whole, so far as it is possible for human agencies to determine what is best.

In describing the sort of organization of industry which is necessary, I outlined a theoretical organization of the shoe industry. I use the word "theoretical" because I am sure most of you will say at first that it is impractical. I want to emphasize that, in my opinion, it is the duty of our industries to carry out some such plan as this. The Government is not to help them to do it, though many business men seem to think that the initiative should come from the Government. Quite to the contrary, it is the business men who must do it on their own initiative in order to serve the Government and to assist this nation to maintain its place among the leading countries of the world. It is clearly a case where the duty for action lies not outside of the business men but on the business men themselves. Business men must get away from provincialism. A great deal is said about the need of introducing business methods in the Government or having business men in high, important places. Have business men as a class justified their being so honored? The world has gone forward rapidly in the last very few years. Economic provincialism, the selfish and narrow view-point of what is good for the moment or good for the individual, but not good in the long run, and not good for all, is doomed. Business men undoubtedly know the mechanics and machinery of organization by which things may be accomplished, but have they yet proved their ability to be far-sighted and broad-minded as to the relation of their individual businesses to the great economic and social scheme of modern society? Organized industry can be made an accomplished fact, and I am confident that it will be achieved by the business men, but it can never be done without broad vision and teamwork with the proper ideals back of both. No longer should a man be judged merely by the fact that he is a financial success. A code of business ethics must be set up by which the member who acts contrary to the best interests of the organization, and therefore contrary to the best interests of the people—for after all the two are identical—will be ostracized by his fellow business men. The motive of the shoe association, which I have used for illustration, would be to develop the art of manufacturing shoes so as to eliminate wasteful methods and to give the country and the world the best shoe at the lowest price possible.

I hope that men of vision in industry will feel it their duty to assist in organizing the business of this country more completely than it has ever been organized. The vision of organized business must be far-sighted and broad. Business men should know more about business than the Government, no matter how able that Government may be. But remember that the day when business can move along, feeling that its own interests are apart from and distinct from the interests of all of the people, has gone by. The war has shown not only that public utilities are essential to the well-being of the people and therefore must be regulated to prevent abuses, but that coal, iron and copper mines, and other lines of industry, in short, all vital business, must be carried on for the good of all the people. If business men are not far-sighted enough to see to this themselves, some scheme of socialization must take place by which it is imposed on them. Business must, and will, in a democratic manner organize itself so as to make this country impossible of defeat in war or in peace.

Never before has there been such justification for optimism in these matters. Under the stress of war, no one could have responded more splendidly and patriotically

to the Government's call than have the great majority of business men. Lacking the machinery by which their united efforts could best be brought to bear on the problems facing the country, business has responded unselfishly and effectively. The business world has shown that it can, under proper stimulus, arise to the occasion, and that it is learning to lead rather than follow in the course of world events. Present business organizations and trade associations are many in kind and character. No one suggestion can be made as to how they may more effectively serve the Government at this time. The problem is one for each of the organizations to work out itself. Fundamental to any progress is complete knowledge of facts. Organizations should have not only complete knowledge as to the facts regarding their business in this country, but, so far as possible, facts regarding their business throughout the world; facts as to needs for their products; which of those needs are essential to winning the war and which might, if necessary, be left unsatisfied; facts as to the sources of supply of materials which are used in the industry; facts as to conditions of labor. An intelligent study of these facts will develop how waste of all sorts may be eliminated; waste in methods of distribution; waste in use of materials which are needed for other purposes and for which substitutes could readily be used; waste in the excessive turnover of labor, and waste in man-power.

The resources of the country consist, in a general way, of men, money and materials. The task of winning this war will require all of these resources. It is incumbent on every one to see that they are used in a way which will help win the war and in no other way. No new enterprise must be undertaken which would waste these resources. Let us remember that modern war is not fought by fighting men alone, but that entire nations must be mobilized and enlisted in the effort. Thus far the business men of our nation, which possesses producing resources greater than that possessed by any other two nations in the world, have enlisted whole-heartedly and unselfishly. We have proved, thanks to the patriotism of the business men, that we are not a nation of money-getters. We are learning to discipline ourselves for the sake of an ideal. We shall not have to Prussianize this country in order to make it efficient in time of war, and, likewise, in time of peace, for we are learning the great lesson of unselfish devotion to a common good. Let the business men of the country go forward with new plans for organization based on new hopes and new ideals. The result will be organized industry, not organized for the purpose of securing special privilege, but organized for the welfare of the people.

#### A JUDICIAL ROAST.

In the case of *United States vs. One Automobile*, 237 Federal Reporter, 891, the question arises as to whether or not an automobile would come under an old Indian Territory statute calling for a forfeiture of "boat, team, wagon or sled," if same is used in conveying liquor into an Indian country. In discussing this feature of the case, Justice Bourquin says in part: "It was yet later that the automobile was developed to a degree that, while it is a tremendous and valuable industry, it is also an incentive to great public and private extravagance and debt, too largely owned, more or less conditionally, by those not more than six lengths ahead of the wolf, infesting the public streets, contemptuous of the rights of pedestrians, like Jehu driving furiously—a rare combination of luxury, necessity, and waste."—*The Docket*.



BY J. C. MORRISON.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

#### The Sale and Lease Value of a Newspaper.

One of the standard questions addressed to this department relates to the sale and lease values of country newspapers. Because, in the last analysis, the sale value of a newspaper depends upon what the buyer will give and what the seller will take, the question would appear to be academic. An examination of some of the elements of value may be helpful, however, to those who are contemplating either the purchase or sale of a newspaper business.

I have had a theory that the average country weekly is fairly worth the appraised value of its plant plus the value of the subscription list, computed on the basis of the number of subscribers multiplied by the yearly subscription rate. The value so obtained, however, must be materially modified by the value of the field, and it appears to me that the most serious mistakes are made both by buyers and sellers in judging the value of the field.

It is an axiom in merchandising that a thing well bought is half sold, and yet, judging from the reports of newspaper sales that come to me, newspaper men do business in reckless disregard of this principle.

Running over some recent sales, I find one which sold at twice the physical valuation of the plant, in spite of the fact that the field was valueless; another which sold for twice the value of the plant, although the field is poor; another which sold for but little more than the value of the plant, although the field was excellent; and another which sold at the same price as the second one, although the plant was much better and the field far better.

In all of these transactions it appears to me that too little attention was given by either the buyer or the seller to the true value of the field. Practical newspaper men should have no especial difficulty in agreeing on the physical valuation of a plant, and, likewise, a subscription list has a reasonably fixed value, but to determine the value of a field one must investigate and weigh carefully. The field of the paper first mentioned was so absolutely dominated by a competitor that the very excellent plant would have been worth as much, and perhaps more, if loaded on a freight car. To less extent this was true of the second paper mentioned, and only time, expense and hard work can put the paper on a paying basis. The third paper had only a fair plant, but was entrenched in an excellent field, and has since become one of the most prosperous papers in the State. The fourth had a modern plant in a field where the volume of business was good and rates high, and it was in every way a desirable property.

Any prospective purchaser of a newspaper property will, of course, want to know what the volume of business

has been, and what the prospects are for increasing it. But this is not enough. Without attempting to exhaust the subject, let me suggest other features which should be looked into. If the volume of business has been satisfactory, ascertain if it has been profitable and whether or not it has been stable; or whether it comes from only a limited number of business institutions. Look into the competition, and remember that a strong, businesslike competitor is often to be preferred to a weak, price-cutting one. If the volume of business be not large, let neither your pessimism nor your optimism be the judge, but look at the cold facts. If the field has not been properly cultivated, weigh its possibilities; but if the field is already occupied and dominated by a competitor, do not minimize the difficulty of getting a foothold in the field. There is nothing more discouraging than raising a second-rate newspaper into a position where it can command a steady and profitable line of business. The business practices of a field are also most important, the subscription rate, advertising rate, legal rate and credits.

In a general way, it is well to remember that the better-paying newspaper properties are not for sale, and that papers which are on the market will require a deal of building up. If the field is there, industry will have its reward; but if the field be not there, then ever so good a plant should be no inducement. Plants can be purchased from the dealers at any time, but a field must have possibilities, either active or latent, to be of any value. Rather than buy a newspaper in a field without possibilities, it would be better to pay the high price which a well-established, prosperous newspaper will command.

To put it another way: The important thing is the amount of profit in prospect. If the plant is inadequate or inefficient, that defect can easily be remedied. On the other hand, however, if the clientèle of a paper is limited on account of small population, restricted territory, nationality—or, rather, language—of the inhabitants, pre-emption of the field by a competitor, or if the business community does not appreciate the value of advertising and if advertising rates have been persistently depressed, these factors, which will more or less permanently interfere with a profitable business, should be carefully considered. In such instances, almost any inducement in the way of price is likely to prove deceptive.

The newspaper man with a good, profit-paying property may well heed these remarks also if tempted to take some attractive offer with the idea of buying a paper at some other point. Too late he may find that the really desirable fields are difficult to purchase.

The leasing value of a paper, it seems to me, should be enough to compensate the owner for the taxes, insur-

ance, interest on the investment, and from twelve per cent to twenty per cent for replacement. Leases are seldom made on such terms, which explains why leasing is so generally unsatisfactory. Certainly the lessor is entitled to all of the items enumerated, but the lessee demurs because he does not care to face these large fixed charges; yet every newspaper man has these fixed charges to meet.

# ST. PETER HERALD

Interesting first page make-up of St. Peter (Minn.) *Herald*. Note careful balancing of head-lines. We prefer to see a column of reading-matter between head-lines, however, feeling that alongside, as here placed in two instances, the effect produced is somewhat confusing to the reader. In addition, headings alongside do not stand out as they would if each were surrounded by a background of reading-matter.

would he but admit it. The lessor may accept a smaller rental, but at the end of the lease period his plant is returned to him as a "pile of junk" and he has had no compensation for its depreciation.

## The Two-Dollar Country Weekly

There is a movement under way to make \$2 the standard price for a weekly newspaper the country over, and already a considerable number of publishers have announced a raise in subscription rate to that amount. Nevertheless, another considerable number of publishers are still lagging along at the \$1, \$1.25 or \$1.50 rates.

The public has become so accustomed to price advances that it is in a state of mind to accept increased rates with equanimity, and there is no denying the fact that the added revenue is sorely needed to meet steadily advancing costs. It is always desirable, when an advance in rates is contemplated, that all the papers of a community join in the movement. In this way fear of the effect on the subscription list is allayed—a fear which is usually groundless, anyway. If any publisher has lost any considerable number of subscribers on account of raising the subscription rate, he has kept very quiet about it. The \$2 pub-

lishers have done the talking and have had only good news to tell. It would be wise to talk to one of them.

It is altogether likely that the majority of publishers, however, will continue the \$1.50 rate, and need not be censured for so doing. Increased costs must be met, and must be assessed against either the advertiser, the subscriber, or both, but whether against the one or the other, or both, the publisher himself is the best judge. The publisher who has kept tab on his costs week after week and adjusted his advertising rate from time to time to meet the advanced costs as they appeared, is not now worrying about the outcome of a raise in subscription price. And, to tell the truth, I have scant approval for the action of the publisher whose print-paper costs him \$2 or \$3 more than it did two years ago blindly rushing into an advance to a \$2 subscription price. But I do favor the rational adjustment of both subscription and advertising rates so as to produce a profit at all times, and would suggest that the class of papers most entitled to a \$2 subscription rate are the small papers printing only four pages at home. It is almost impossible to load enough advertising at a compensatory rate into these papers to make them pay out, and the subscriber should help carry the burden.

The buying public is also beginning to ask that business men meet increased expenses in some other way than by passing along the increase with a profit added, and for that reason it may be wiser to make the subscription list one hundred per cent efficient by requiring that all subscriptions be paid in advance than to advance the rate and let it remain in a state of sixty per cent efficiency.

## CONTEST IN AD-COMPOSITION.

Requests for another competition in the composition of an advertisement have become so frequent and insistent of late we are pleased to announce that arrangements

Striking clothier's advertisement from the Charles City (Iowa) *Press*, designed, we presume, by Ervin Baldwin, whose clever ad-composition has been shown in THE INLAND PRINTER on numerous occasions.

have been made to conduct one, conditions on which are as given below:

COPY.— Harvest dishes at bottom prices. Closing out old patterns. Glass water sets. All styles and prices. Glass tumblers from 3c up to 50c each. Jelly glasses and jelly molds. Mason fruit jars and jar caps. Big assort-

ment of guaranteed aluminum-ware at reasonable prices. Lemons, special price, 12 for 20c. Bishops' China House. Next to the biggest store in Monmouth. (Where sentences above are set in display lines, the compositor must use his own good judgment as to capitalization.)

**SIZE.**—Two columns wide (26½ picas) by 29 picas deep.

**PROOFS.**—Five press-proofs, printed in black on white paper, to be mailed to Contest Editor, THE INLAND PRINTER, 632 Sherman street, Chicago, Illinois, not later than February 1, 1918.

**PRIZES.**—First, three years' subscription to THE INLAND PRINTER; second, two years' subscription; third, one year's subscription.

The specimens will be judged on display, arrangement, typography and, in fact, from every standpoint upon which an advertisement may be judged, except copy. No restrictions are placed on the kind or number of type-faces used, but the importance of these points is apparent and the judges will give due consideration to them in awarding honors. The awards, in fact, will be made on general effectiveness.

As stated above, the contest will close February 1, on which date all entries, to receive consideration, must be in the hands of the judges. The result will be announced in the March issue of THE INLAND PRINTER, in which number the prize-winners, as well as other specimens entered, will be reproduced, constituting an interesting and educational showing.

Show your mettle! Get in on this contest and see your efforts alongside those of other workers in the newspaper field. You will accomplish one of two things: receive help yourself, or help others of your craft. Job-printers are also invited to compete.

Remember, five press-proofs of your entry, printed on white paper, must be mailed, as directed above, in time to reach the office of THE INLAND PRINTER not later than February 1, 1918.

#### REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

*Cobb County News*, Marietta, Georgia.—We admire the appearance of your paper since you followed our suggestion and eliminated the wide Cheltenham Bold from your news head-lines. Advertisements are nicely arranged and effectively displayed, and presswork is very good indeed.

*Bryan Automobile Company*, Bryan, Texas.—The two-page spread advertising Republic motor trucks, which appeared in the *Standard* late in September, is effectively arranged and forcefully displayed. It should prove a source of satisfaction to your company as well as to the publishers of the newspaper.

We are reproducing herewith the interesting and well-balanced first page of the *St. Peter* (Minn.) *Herald*, as an example of how pleasing the results are when headings are arranged in orderly and symmetrical manner. Note in the illustration that added interest is gained by slight variation in the styles of head-lines used, but note particularly their relative positions and also that one heading is invariably balanced by another of the same style.

*Silver City Independent*, Silver City, New Mexico.—The most pronounced of the many good features of your paper are clean presswork and admirable first page make-up. On that the head-lines are large enough to furnish the required amount of interest without being so large as to appear out of place, and small enough that—arranged in an orderly manner, as they are—the appearance is neat. On the inside pages, the advertisements are largely pyramided on the right side, leaving the reading-matter at the left where it is most convenient for the reader.

*A. C. PRENDERGAST*, Oakdale, California.—Your paper is well printed—and from that standpoint satisfactory—but it is subject to improvement in other ways. The lines of your news-headings are crowded too closely. Two-point leads between them in every instance would result in a much more pleasing appearance and make them more easily read. Advertisements average up well, but we feel sure you would be better pleased if the pyramid make-up of inside pages had been followed. An

example of a page on which the advertisements and reading-matter are made up in pyramid form was shown in the September issue.

**BERT MITCHELL**, Carmi, Illinois.—Pardon the long delay in giving attention to the advertisements sent us for review. Because of the necessary



Colwell is a small town near Charles City, Iowa, and the *Press* of the latter has developed a nice page of advertising from the small city. Local merchants do not always take kindly to this kind of advertising, but if the towns are not rivals for trade the plan can often be followed to advantage. If local merchants do not support the home paper as they should, this idea offers the publisher a "way out."

sity of preparing copy well in advance, a longer period than we like ensues between receipt of specimens and their review—but, in your case, the exhibits were misplaced. The large advertisements are nicely arranged. In department-store advertisements, however, where long lists of items with prices are given, we like to see the prices brought out in two-line figures at least. Such practice not only gives color and interest to the display, but suggests to readers that the prices quoted are low—and that psychological effect is worth while. We do not admire the several styles of display type used in the upper portion of the "41st Anniversary Sale" advertisement for L. Haas. These are not pleasing in themselves; and the several styles do not harmonize with each other, further adding to the displeasing effect produced. They are crowded also, which has the effect of making comprehension difficult.

*The Routt County Sentinel*, Steamboat Springs, Colorado.—Your paper, printed as a good book is printed, exceptionally clean and clear, can not but please one who sees so many that are not well printed. The first page would be more interesting in appearance if some larger headings appeared in the lower part of the page, the main line or lines of which were set in eighteen-point of the same style of type as is used for the head-lines appearing at the tops of alternate columns. With only the four large headings across the top of the page, the lower part appears bare. Advertisements are well displayed, but on the last page (October 12 issue) the advertisements are scattered, and worked to the corners, instead of being massed in the lower right-hand corner of the page in the approved pyramid style. Try that form of make-up for a week. See if you do not like it.

**CARL A. SMABY**, Peterson, Minnesota.—The first page of the *Herald* is nicely made up in spite of the difficulties offered by the long list of names of those accepted for military service, or exempted from service for cause. Make-up of inside is not bad, as there is a good massing of reading-matter on all pages, even though on some the advertisements are worked to the corners, instead of being massed at the right side and bottom in pyramid form, which is the best form of make-up. A little more impression and slightly more ink would have improved the press-work on the copy sent us. Advertisements are really the weak feature of your paper. The first and most pronounced fault in them concerns the use of too many type-faces, which might have been unavoidable in part

because of equipment made up of small fonts of a variety of type-faces instead of an equipment of large fonts of few faces. We note six type-faces in the ten lines of the small two-column advertisement for the Whelan State Bank (issue of September 6). Several of these faces have no characteristics in common, and some clash violently. The panel around the name of the institution serves no useful purpose but has a tendency to make the whole more complex. Why, also, the rule below the name of the bank? Other advertisements are well arranged. Before you buy another small font or two of type, consider the advantages in economy and appearance by having one standardized face of display type in larger fonts than you could possibly afford to buy if you bought a variety of styles in one size.

*Twiggs County Citizen*, Jeffersonville, Georgia.—The quarterly report of the County Board of Commissioners is hardly the kind of matter that should appear on the first page. Live news items concerning local affairs

use of plain rule borders would improve the appearance of your paper, for some of the decorative borders are not pleasing—and the variety constitutes a lack of pleasing harmony. A quite frequent fault is setting the inside measure too wide, causing the type to crowd the borders at sides and leaving white space all out of proportion from top to bottom. In other cases the measure is set too narrow, and, as a consequence, the crowding is apparent at top and bottom. Advertisements are often made effective—and as often ruined—by the distribution of white masses.

J. W. JONES, Rigby, Idaho.—We, too, consider the register on the *Star* exceptional, considering that it was run through the press twice. Do you do that as a practice, or did you run only the copy sent us through the second time? In either case something is wrong. It is rank extravagance to run the edition of a newspaper through the press a second time. If you do not do that on all copies, then you are not printing them as they should be printed, for there is little too much ink on the copy sent



**FALL SUITS**  
Nearly 200—Seasons Best to go  
at Sharp Reductions

17.95  
26.95  
32.95  
34.95  
36.95  
10.00  
8.95

Match This

## TENTH ANNIVERSARY SALE

The Boston Store will complete ten years of business existence in Williston this week. Ten years of growth and service and we hope that we have deserved your confidence and served well the many friends the Boston has made.

We are going to make this tenth anniversary remembered. One of the most peculiar merchandising conditions that we have ever faced is before us right now. We have bought heavily to protect our trade from war prices. We have been fortunate in getting a bigger percentage of our orders than many other stores and for that reason, with the poor crops, backward season and war conditions we have on hand twice as much merchandise as we need. On that account we are going to have our annual sale at once rather than wait until November. We have absolutely the finest ready to wear in this section of the country and we are going to slice the profit to the quick—we are going to make you purchase your suit or coat here by giving you price temptations you cannot withstand, and we are going to do this at the height of the season when you need the goods and when you can get the most out of them. Come Saturday and come every day because the selling will be brisk—the list is complete and make the most of it now.

**First Day of Sale, Saturday, Oct. 13th**

**FALL COATS**  
In For Fashions and Latest Cloths at  
Big Savings

	12.45	16.95
Frocks, coats, etc.	15.95	19.95
19.95	22.95	
23.95	28.95	
27.95	36.95	
32.95	39.95	

Match This

**FALL COATS**  
In For Fashions and Latest Cloths at  
Big Savings

	10.95	8.95
Frocks, coats, etc.	12.45	16.95
15.95	19.95	
19.95	22.95	
23.95	28.95	
27.95	36.95	
32.95	39.95	

Match This

**Wool Blouses**

	3.85
1.16	3.95
1.46	4.95
1.69	7.45
2.38	
1.39	
2.86	
3.38	

**Linen Wool Sweaters**

	2.45	5.45
3.95	7.45	
5.85	12.95	
6.85	14.95	
19.95	22.95	

**Lingerie Wash Blouses**

	.95
1.39	
1.89	
2.39	
2.95	

**Furs at Bargains**

	1.45	16.95
1.45	14.45	
16.95	19.45	
24.45	26.95	

**Every Day Goods**

	1.19	1.68
1.19	1.68	
2.48	3.25	

**EVERY POSSIBLE SERVICE**

**Wool Walking Shirts**

	3.35
4.95	
5.38	
6.95	
9.95	
11.95	

**Silk Dresses**

	11.45
14.45	
16.95	
21.45	
24.45	
26.95	

**Street Hats for Less**

	.69
.69	
.89	
1.29	

**All Over Aprons and House Dresses**

	.69
.69	
.89	
1.29	

**Mail Orders Welcome**

Orderly, well-balanced two-page spread from the Williston (North Dakota) *Graphic*, which illustrates the advantages of careful arrangement of illustrations and the effectiveness of two-line prices.

would find a more ready acceptance by readers. Advertisements are very poorly set. The use of so many styles of type in larger sizes than necessary, resulting in congestion, and the emphasizing of too many lines, make the advertisements as a whole uninteresting in appearance and difficult to comprehend easily and clearly. Capitals should not be used for large masses of reading-matter, for the reason that readers are not as accustomed to reading those characters as they are lower-case, and the act is thereby made difficult. A large display line in capitals is easily comprehended, but a large number of capitals—large or small—is frightening to any reader. Can an advertisement that impresses the reader by the difficulty of reading bring results?

*Williston Graphic*, Williston, North Dakota.—Yours is an exceptionally fine paper in every respect. The advertisements are practically well designed, displayed and set, and the few exceptions, we infer, therefore, "came in at the last minute." We are reproducing herewith a very pleasing two-page spread, which goes a long way, we believe, toward proving that bold type-faces are not essential to the composition of effective advertisements.

*The Foard County Index*, Crowell, Texas.—We consider presswork on your paper very good indeed. We note that some of your top-headings are made up of only two large type-lines, set drop-line fashion, whereas others have one subordinate deck. The appearance of the page would be better if all were uniformly set with subordinate decks, as, without them, the introduction to the story is made blunt. One can not carry as much interest in the headings as is advisable with but the two top lines. Advertisements appear carelessly set, especially as regards spacing and whiting out, although display is effective and not overdone. Consistent

us, which was run through press a second time. Advertisements are well set. We do not admire the first page make-up. The principal fault is with running the three single-column top-headings alongside each other, thus creating a confusing effect. A column of reading-matter should separate such headings so they will stand out, and to avoid the complex appearance which results when they are in adjacent columns. On a seven-column page such as yours you can start the page with a heading and end with one, giving you a heading in every other column—the best possible make-up. Some smaller display headings in the lower part of the page would add interest and overcome the effect of top-heaviness, apparent when all the large headings appear at the tops of columns.

WILL O. GREENE, Fairport, New York.—One glance at the *Monroe County Mail* shows that it is ably edited, and a second that it is well printed, though your body-type is badly worn. The thing that impresses us most forcibly in this last connection is the excellence with which comparatively fine-screen half-tones are printed on news-print. Make-up of the first page in the copy sent us (issue of October 4) would be improved if the half-tones in the upper corners were placed in the lower corners, the half-tone which appears slightly above the center to be placed between the other two and the boxed item should appear immediately above the last named. As it stands, one does not grasp the fact that all three of these are covered by the titular matter which appears in the panel. The illustration of Mr. Thayer could be raised to within four or five inches of the top of the second column, and the headings, which are guides to the character of the news under each, could then occupy their proper positions at tops of columns. Advertisements are exceptionally well

handled, and make-up of inside pages is satisfactory. We deplore the fact that Beecham's Pills, because of the nature of the advertising surrounding — legals, having the appearance of text matter — is, in effect, given "island" position. It would not stand out one bit more prominently had it been surrounded by actual reading-matter that is news.

CHARLES HEIGHT, Concordia, Kansas.— You are not getting the results you should from the press you are using. It is too much to expect such a press to do the quality of work done by a job cylinder, or even drum in good condition, owing to the fact that the pages are backed up almost immediately after being printed on the first side, but the over-pale appearance of the two copies submitted leads us to suggest that you look for the trouble and overcome it. First page make-up is neat and orderly, proper care being given the matter of balancing the head-lines. The lack of uniformity in the length of lines in the large headings suggests that they were written without thought as to their appearance in type. In

a bad opinion of the paper as a whole. Publishers may consider that the average person does not notice such things, but let them ask a few readers and see. Of course, in some cases, this practice may have been in effect so long on some papers that readers have ceased to take an interest in them and will not be able to give an intelligent opinion. A clean first page is not only in itself a thing the publisher may feel proud of, but it does influence readers to consider the paper "newsworthy." They will want it then instead of just taking it because "it's the town paper," etc. There is quite a variation in the quality of advertisements appearing in the issue sent us. Some are quite effective in arrangement, and pleasing, too, in spite of the out-of-date, unattractive type-faces used, but others are very unattractive in their disorderly arrangement, due to disregard for proper distribution of white space and correct spacing of lines and masses. Make-up of several inside pages is disorderly, due to the scattered arrangement of the advertisements. On page five of the issue men-

Strong and effective two-page spread from Charles City (Iowa) *Press*. Note how effectively stock illustrations are used. There is a suggestion here which should help publishers to aid in making the publicity of their customers more profitable, thus suggesting greater use of the local newspaper's columns. Of course, the advertiser buys the cuts; the publisher simply suggests their value.

one we note that both of the large type-lines are full length; in another the first is very long and the second short and stubby; in still another the first line is quite short and the second full length, etc. A paper is much more attractive in appearance when the two or three lines making the first, or upper, deck of top-headings are maintained at uniform length, say four-fifths as long as the column is wide. When two lines make up the deck, the first is flush to the right, with white space equal in width to one-fifth of the line at the end; the second will be indented, the white space appearing at the first end of the line, thus giving a symmetrical, orderly and well-balanced deck. If there are three lines in the deck, the first and last should be set as in a two-line deck, the middle line being centered. The type used by you for the main decks is a little too fat to allow of a well-written head-line of pleasing appearance. The advertisements are just ordinary. They could not be called poor by any one who has ever known what the conditions on such a paper as yours are, and yet, by spending a little more time on them, mainly for greater care in spacing and distribution of white space, they could be materially improved.

ERVIN BALDWIN, Charles City, Iowa.— The display advertising that appears each day in the *Press* is about the best we have seen in any small-town paper. Several striking advertisements are reproduced. Other publishers of small-town papers, we believe, would do well to subscribe for some good cut service which will help make the display more effective, causing it to bring greater returns to the advertisers — and, consequently, to the publishers.

*The Sun*, Vanceburg, Kentucky.— Why publishers will consent to have their first pages cluttered up with display advertising is more than we can understand. Why they will do this when there is ample space for them inside is even more difficult to comprehend. Does the publisher who allows it have to give the very life-blood of his paper to get an ad? A reader, picking up your issue of September 6, is bound to be impressed with the lack of reading-matter on the first page and will thereby form

tioned, the proper pyramid make-up could have been obtained, with very satisfactory results, by placing the short local notes, which appear below the three columns of advertising, at the tops of those columns, forcing the advertisements down. After finishing one column the reader naturally goes to the top of the succeeding column, and it is there the continuation of matter should be if confusion is to be avoided. Another thing that is altogether wrong is to place any advertisement in "island" position, as the Cole two-inch display is placed on this particular page. That advertiser would have no more had he bought the whole page. Some one has said, "Surrender your paper to the whims and fallacies of advertisers and soon you'll have no paper." Your space is a commodity, and the good will of your subscribers is what gives it greater or less value. Remember that.

*The Lodi Review*, Lodi, Ohio.— In your issue of July 19 we note that there are only about a column of advertisements on the last page, and yet your first page is more than three-fourths filled with display advertising. This makes the first impression created by the paper uninteresting and unattractive. A clean first page is a newspaper's crowning glory and will go far toward popularizing it with the readers. Popular with readers, circulation will grow and advertising will bring proportionately greater results, increase in value and bring a greater return to the editor. What good is first-page position to an advertiser when his advertisement thereon dominates the page, and readers, thirsty for the week's news events, turn past the first page into the paper, where they hope to find that which they want — news? Advertisements are poorly set, there being so little distinction between important and unimportant lines therein; the points designed to attract the attention of and interest the readers do not stand out. In addition, an effect of congestion and complexity is given by the overlarge text-matter, which makes the advertisements quite displeasing and uninteresting. Have good contrast between display and text, use ample white space to set off the display, and the appearance and value of the advertisements will be improved.

## PAY TILL IT HURTS

We speak of the dead in hushed, low tones,  
And honor them where they lie,  
But what of the men with shattered bones,  
Of the brave who can not die,  
Under the smoke-black sky at night,  
With scarcely breath to pray,  
Men of your kind who fought your fight?  
Then pay and pay and pay!

And who shall send to the brink of hell,  
Where the wounded gasp and die,  
The rose-red banner waving, tell,  
Say who, but you and I?  
And who shall hurry the ambulance down  
Through the dawn of blood-red day,  
But you, my friend, and I? Go on  
And pay and pay and pay.

Then give if it needs of your last red cent,  
Aye, out of your meanest mite!  
And rouse you out of your sweet content  
And hear ye the groans tonight!  
For the half dead lie in the black shell scars,  
With scarcely breath to pray,  
And breathe their prayers to the mute, mute stars—  
Then pay till it hurts, oh, pay!

JAY B. IDEN

In the  
"Kansas City Star"



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

**"The Compositor's Russian Primer."**

This work is the latest addition to the De Montfort Press series of technical books for the printing and kindred trades, published by Raithby, Lawrence & Co., England, and is designed to assist those unacquainted with the Russian language. It is especially intended for the compositor, and is arranged so as to enable the average compositor to acquire a good working knowledge of typesetting in Russian.

As stated in the foreword, "No attempt is made to teach Russian, but some practical hints are given, and the specimens of Russian calligraphy, with explanations, will be of great assistance to the novice." The book contains technical advice on the subject, which is not found in Russian grammars. Included in the book are the Russian alphabet, both roman and italic characters, with the English equivalents; the "lays" of the cases; the monotype keyboard, both the standard book layout, roman and italic, and the standard jobbing layout; the written alphabet; specimens of Russian manuscript, with explanatory remarks and hints on reading, together with information regarding vowels, semivowels and diphthongs, stress-marks or accents, capitalization, word-divisions, quotation-marks, punctuation, dates and figures, abbreviations, etc.

"The Compositor's Russian Primer," by J. Stewart. Thirty-seven pages, with index; cloth cover. Orders may be placed through The Inland Printer Company.

**"Plate Printing and Die Stamping."**

This new book, from the pen of Robert F. Saladé, who is well known as a writer of technical matter for the printing-trade, goes fully into the subject of how to operate a department for copperplate and steel-die engraving and printing. Practically every printer is called upon at some time or other to fill an order for this character of work, and many maintain departments for its production. This new volume, therefore, should be of interest and assistance, and should find a ready market among those operating such departments, those contemplating their installation and those who simply want to familiarize themselves with the subject.

Starting with an introductory chapter in which he describes how the plate is printed and how die-stamping is produced, Mr. Saladé goes on through the various processes, describing the equipment, engraving, printing, styles, selling, prices, imitations, and closes with a chapter on miscellaneous subjects connected with the work.

"Plate Printing and Die-Stamping — How to Operate a Department for Copperplate and Steel-Die Engraving and Printing," by Robert F. Saladé, published by the Oswald Publishing Company, New York. Seventy-four pages, 5 1/4 by 7 inches, cloth, with illustrations, including

frontispiece showing specimens of standard engraved lettering, and four full-page plates showing approved sizes of cards and specimens of lettering in use. Price, \$1; postage, 10 cents extra. May be secured through The Inland Printer Company.

**"Printer's Ready Reckoner."**

This pamphlet, of thirty-two pages and cover, gives tables showing the cost, by the thousand sheets, of 103 different weights of paper, from 8 1/2 to 148 pounds, at prices ranging by quarter cents up to 40 cents a pound. The tables are arranged with the ream weights at the top, and the prices at the left-hand side. To find the price of the number of sheets required for a job — for instance, suppose the job calls for 420 sheets of 26 1/2-pound paper at 19 cents a pound; find the column headed 26 1/2, run down to the amount opposite 19, and it will be found that 1,000 sheets cost \$10.07. Add the percentage for handling, say 25 per cent, which brings it up to \$12.59. Multiplying by .42 gives \$5.29, the cost of 420 sheets to the customer, or the price to be charged into the job.

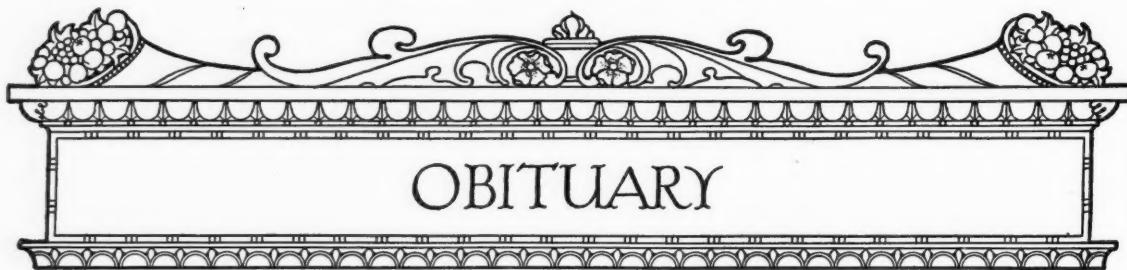
The pamphlet is published by Fitch Brothers, printers, Central City, Nebraska, and sells for 50 cents, postpaid. Orders should be addressed to that firm.

**"Women's Work in War Time."**

With the large number of men being called to the colors, and many being diverted from their regular occupations for work in plants that are furnishing the materials of warfare, women are entering the ranks of industry as never before in history. The ready response of the women of other countries when the call came to fill the places of the men who had gone to the front is too well known to require comment here. The response from the women of this nation will be no less ready and enthusiastic. Already many women have taken up work which heretofore had been considered far beyond their physical possibilities, and as time goes on it may be necessary to call more to take the places of men in different lines of work.

"Women's Work in War Time," a pamphlet prepared by W. Irving Bullard, manager of the textile department of the Merchants National Bank, of Boston, has been published to assist manufacturers of this country in meeting the shortage of labor. A large portion of the information has been obtained direct from the British Government and other authoritative sources, and the operation of the leading industries in England wherein women have replaced men is outlined, with the necessary changes to meet industrial conditions in this country.

Copies of this pamphlet are being distributed gratuitously to all industries, and can be secured by addressing the Merchants National Bank, 28 State street, Boston, Massachusetts.



#### Frederick J. Warburton.

Frederick J. Warburton, who, as secretary-treasurer of the Mergenthaler Linotype Company, has contributed largely to the success of that company, passed away on Friday, November 2, after an illness of only a few days. Mr. Warburton was in his seventy-sixth year, and during his long connection with the printing and publishing field had formed a wide circle of friends, all of whom mourn his loss.

Born in Ireland in 1842, Mr. Warburton came to this country when a boy. He received his early education in the public schools, then studied law and was admitted to the bar. He then turned his attention to court reporting for the newspapers, devoting a number of years to this work. His connection with the Mergenthaler company dates back to the time of its organization, in 1886, and he was among the first to recognize the advantages of the linotype in the printing and publishing field. During the early days of his connection with the company he was also treasurer and director of the National Typographic Company, which owned the foreign patent rights of the linotype, and in this work and also in his work as attorney in civil litigation he won many friends for the company.

#### Henry Woodruff Polhemus.

After fifty-five years of service with the *New York Evening Post*, principally on the real-estate staff, Henry Woodruff Polhemus died on October 12 at his home in Brooklyn. He was in his seventieth year, and was the oldest employee of the newspaper. Mr. Polhemus was first employed as a carrier, later working in various departments, the only interruption to his service being when he went to the front as a drummer boy with the Home Guard during the Gettysburg campaign.

For forty years Mr. Polhemus had been in close touch with the real-estate men of New York. He had watched and chronicled the course of

events since the days when New York was all down-town, and when practically all transfers were made at public auction sales. His probity of character and sense of honor were so well known to the real-estate brokers that they did not hesitate to confide in him.

#### G. H. Whitcombe.

The death of G. H. Whitcombe, head of the well-known Australasian firm of Whitcombe & Tombs, Limited, which occurred at Christchurch, New Zealand, on August 13, removes an outstanding figure in the publishing and bookselling world of the Antipodes. His life story reads like a romance and affords another instance of the success of the pioneer who had unbounded confidence in his new country.

At sixteen years of age, seized with the lust for adventure, he emigrated to New Zealand. On his arrival he found the Maoris in revolt against the Pakehas, and Imperial regiments were hard at work fighting in the bush. To assist them the New Zealand Government decided to raise a Colonial force, to be known as the Armed Constabulary, and young Whitcombe enlisted. On his retirement from service he opened a small bookselling shop in Christchurch, then little bigger than a country village, but now a city with a population of 90,000. A genial personality, with an inborn love of literature and a keen business instinct, he saw the small establishment gradually grow larger until it necessitated a partner. Fortune continued to smile, and on the partner's retirement, Mr. Tombs, who had a job-printing business, became a member of the firm. Some years later Mr. Tombs retired and the business was formed into a limited-liability company, with Mr. Whitcombe as managing director, under the well-known title of Whitcombe & Tombs. Job-printing, bookselling and stationery businesses were purchased at Dunedin, Wellington and Auckland, and a branch was opened at Melbourne, a buying and

publishing house at St. Andrews Hill, London, and a purchasing agency in New York.

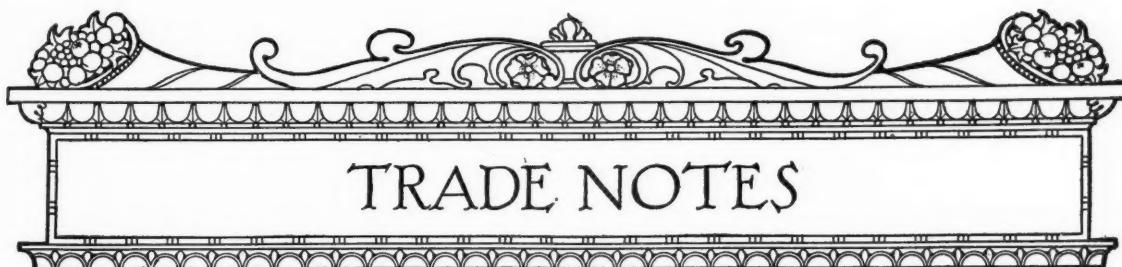
The firm made a specialty of New Zealand and Australian literature, and the leading authors in the Antipodes have submitted their work to its editors. The text-books issued by Whitcombe & Tombs are used extensively in schools and colleges throughout New Zealand and Australia, and to a large extent in South Africa. The firm's publications range through fiction, biography, history, poetry and scientific works, to guide-books and time-tables.

#### William Lane.

New Zealand lost another of its leaders in the printing and publishing fraternity in the death of William Lane, editor of the *New Zealand Herald*, which occurred on August 26. Like that of G. H. Whitcombe, whose passing is also recorded on this page, the life of Mr. Lane presents the story of the pioneer, full of romance and constant application to purpose, fighting his way forward in the face of what many would consider insurmountable difficulties.

Born in England on September 6, 1861, he went to Canada alone at the age of fourteen and had a hard struggle in the northern provinces until he found his true vocation in a newspaper office, where he started as a compositor. Before he was twenty years of age his literary ability had attracted attention. After spending a few years in journalism in both Canada and the United States he went to Australia, making his mark in the newspaper field in Brisbane almost immediately, his descriptive writing soon becoming known throughout Australia.

After working on various papers, Mr. Lane joined the staff of the *New Zealand Herald*, resigning after a few months for a second experiment in labor journalism, but returning later. He was a special writer until the death of the former editor, W. S. Douglas, in 1913, when he was appointed to the editorship of the *Herald*.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

**A Correction.**

Similarity in names caused an error to appear in the notice which was given in our last issue under the heading, "New York Firm to Make Chalk Overlay Board." This should have been "Washington Firm," etc., as it is the R. P. Andrews Company, of Washington, D. C., that is manufacturing the overlay board referred to. The error was caused by the fact that there is a firm in New York city bearing the title, H. P. Andrews Paper Company, and the names of the cities became "mixed in the case" when the note was written. We regret the error, and trust our readers will bear this in mind and send inquiries regarding the overlay board to the company in Washington, D. C.

**Portland Branch, American Type Founders Company, Moves Into New Quarters.**

A neat folder received by THE INLAND PRINTER announces the fact that the Portland, Oregon, branch of The American Type Founders Company has moved from 92 Front street to 47 Fourth street, in which new location the company can make a better showing of increasing lines and render even better service to customers than formerly. In the new offices many new cut-cost devices in composing-room equipment are shown and a large exhibit of the company's standard products is maintained.

**U. G. Baker Buys Pennsylvania Newspaper.**

U. Grant Baker, since 1907 editor of the Towanda (Pa.) *Daily Review*, which has the distinction of having the largest circulation of any daily paper in the world published in a town having a population of less than 5,000, has purchased the *Transcript* at Susquehanna. The property includes the *Evening Transcript*, an afternoon paper, and the *Weekly Ledger*. Mr. Baker, who has had twenty-three years' experience in all departments of the business, plans

many improvements, including a special news service by direct wire, typesetting machines, etc. The change became effective November 1. The *Review*, his old paper, has a circulation of nearly 4,500, which is truly remarkable when it is taken into consideration that the population of Towanda is but 4,280.

**The "Typothetæ Girls" of Detroit Doing Their Bit.**

A commendable movement, one that can be copied elsewhere, has been started by the young ladies in the employ of members of the Typothetæ-Franklin Association of Detroit. These young ladies have organized a knitting class, calling themselves the Typothetæ Girls, meeting each Wednesday evening in the offices of the organization. Sweaters, scarfs and wristlets are knitted by them and sent for distribution among the printers from their district who have joined the forces of Uncle Sam. Any of the members of the organization desiring to send articles of this character to their employees who are in the service of the country can do so by furnishing the necessary yarn, which is bought at wholesale by the organization—the Typothetæ Girls will do the knitting. Many of the young ladies who have been unable to attend the meeting on Wednesday evenings have taken the material and done the knitting at home. At the last report, November 10, forty-one pairs of wristlets and three sweaters had been knitted, and we are advised that these numbers have been greatly increased since that time.

**Craig-Finley & Co. Fifty Years Old.**

December of this year marks the fiftieth "birthday" of Craig-Finley & Co., printers and lithographers, Philadelphia. This firm has been in successful business for the last half century, and today the plant is one of the best of its kind in the United States. The original members of the company were James G. Finley, office

and business manager; James Ferguson, a practical lithographer, and William Craig, a practical printer. Mr. Finley is now the only living member of the firm, Messrs. Ferguson and Craig having died some years ago. Mr. Finley has been active in the business for the past fifty years, and still goes to the office every day, giving personal attention to many things of importance.

The company's first plant was opened at Eleventh and Chestnut streets. Later on a larger business was developed at 1020 Arch street. Some years afterward it became necessary to take larger quarters at 147 North Twelfth street. Five years ago a still more spacious place was secured at the present location, where more than 15,000 square feet of floor space is occupied by the offices and mechanical departments. Three entire floors of the building are being used for the production of lithography and printing.

**Bruce Rogers at Cambridge University.**

On October 1 Bruce Rogers assumed the superintendence of the typographic department of the Cambridge University Press. This is one of the oldest presses in England, having been established in 1534. After leaving the Riverside Press, at Cambridge, Massachusetts, he went to England to associate himself with Emory Walker, at Hammersmith, where William Morris established the Kelmscott Press.

The Pitt Press, where printing is done at Cambridge University, is in a large Gothic building forming three sides of a square. It was opened in 1834, and contains a typefoundry as well as facilities for doing almost any kind of high-grade printing, most of it being on learned and classical works. In normal times, about three hundred hands are employed, but the war has cut that number down about one-half.

Mr. Rogers took with him from this country commissions for printing pri-

vate books for the Grolier Club, New York, and for a book-lover. These he will be able to look after in a private printery which he intends to establish outside the university, but four days in the week being given to his duties at the university. Those who have watched Mr. Rogers' progress from the days when he began work on the *Indianapolis News* will wish him all manner of success.

**Ludlow Typograph Company  
Opens Chicago Office.**

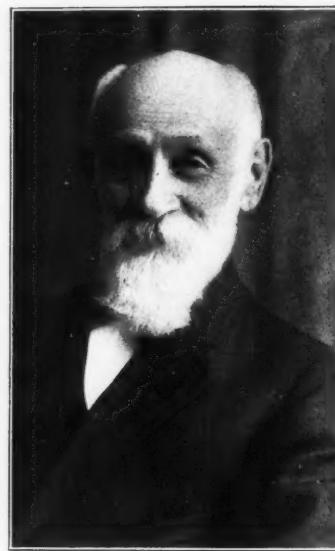
From the Ludlow Typograph Company comes the announcement that it is again selling its machines direct to printers and publishers, and that it has opened a general sales office in the Old Colony building, Chicago. Carl Horix, who has been identified with the company since its inception, has been appointed sales manager. The Mergenthaler Linotype Company will continue selling the machines throughout the country, and will be the exclusive selling agent for the Pacific Coast States.

**New Keystone Manager.**

J. H. Taylor has been appointed manager of the Keystone Type Foundry Supply House, of Philadelphia. Mr. Taylor is a practical printer by trade. As an apprentice he worked in several shops in Grand Rapids, Michigan, eventually starting in business for himself at Grand Rapids. The establishment was continued for about ten years; then, on account of ill health, Mr. Taylor gave up the business and started on the road as a traveling salesman for the Keystone Type Foundry. In 1905 a Keystone branch house was opened in Detroit, Michigan, and he was appointed district manager. In 1908 he was moved to take charge of the Keystone office in San Francisco. After a year's work on the coast, he was ordered back to his old position in Detroit. In 1914 he was instructed to take the management of the Keystone Chicago branch. The year 1917 found him again in San Francisco, where he handled all of the Pacific coast business and that west of the Rockies for the company. When the change took place in the Keystone Company, on September 1, 1917, and when the title of the concern became "The Keystone Foundry Supply House," Mr. Taylor was sent east to take the management of the Philadelphia main office. Mr. Taylor has traveled all over the United States in the interests of the Keystone, and he has a host of friends.

**Altoona, Pennsylvania, "Mirror"  
Workers Have Big Time on  
81st Birthday of Boss.**

Harry Slep, president of the Mirror Printing Company and the *Altoona Mirror*, Altoona, Pennsylvania, recently passed his eighty-first birthday, and, as other anniversaries—among them the founding of the Mirror job-office, the forerunner of the paper, which occurred October 21, 1872—came due about the same time, it was decided to hold a birthday party in celebration of the events. On Saturday evening, October 20,



Harry Slep.

eighty employees and associates met with the "boss" at a local café to celebrate the several events. An elaborate menu—accompanied by orchestral music—was served at eight o'clock, following which there was a season of speechmaking and a general good time. Mr. Slep, the octogenarian employer, was the leading orator, his subject, "The Realization of a Dream—a Glance Backward and a Vision of the Future," allowing him full opportunity to give his hearers some of the conclusions of a ripe experience. Mr. Slep spoke entertainingly of his youth, his school days, his work as a printer's apprentice, and of his determination to own a newspaper. Here, indeed, was one of the keynotes of his address, for, throughout, he hammered home the fact that without determination there can be no success. In the course of his remarks Mr. Slep disclosed the fact that in his long life he had been out of employment but two months. He emphasized the importance of an

education, and offered to pay the tuition fees of any employee who desired to attend night school.

Mr. Slep is held in high esteem by all with whom he comes in contact, especially by his business associates and employees, and his remarks, of course, fell into willing ears.

**E. Lawrence Fell's Birthday.**

E. Lawrence Fell, president of the Franklin Printing Company, Philadelphia, and a leading officer of the United Typothetæ and Franklin Clubs of America, celebrated his fiftieth birthday on October 15. Telegrams from well-known master printers and other friends from all parts of the country poured into Mr. Fell's office on that day. More than forty telephonic messages of congratulation were also received. His friends in Boston sent him a handsome fur coat. Flowers and other tokens of esteem came from other friends. The best of it all was that the things came as surprises to Mr. Fell; he had expected nothing unusual when he went to his office on that morning to get down to business as usual.

**Henry Allen Suffers Serious  
Accident.**

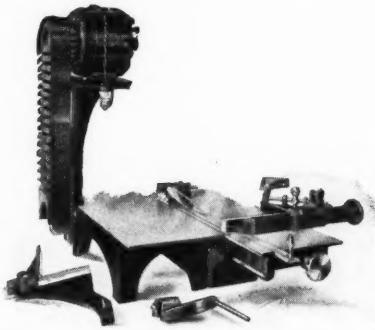
Friends of Henry Allen, of the W. J. Hartman Company, Chicago, associate editor of the *Ben Franklin Monthly*, and former secretary of the old Ben Franklin Club of America, will be sorry to learn of the serious accident he recently sustained on the golf links. Mr. Allen, regretting his inability to write all inquiring friends personally, has written THE INLAND PRINTER, in part, as follows:

"On November 4, I sustained a compound fracture of my left arm, between the shoulder and elbow. I was playing golf at the Windsor Golf Course, when I caught the spikes in my shoes and fell with my arm against the lockers. I was taken to the Washington Park Hospital and the bone was set. Later it was found that the big nerve controlling all the muscles had been caught, and there was nothing to do but to open the arm up. The eminent surgeon, Dr. William Schrader, operated. The bones were riveted together with silver bands; and the nerve was found to be bruised, but not severed. I hope to be about at work again in a week or so."

Mr. Allen was taken to Wesley Memorial Hospital for the second operation, where he was convalescing at the time this section of THE INLAND PRINTER went to press.

**John C. Backert, New York City, Announces the "Junior Bull Dog" Trimmer.**

John C. Backert, Tribune building, New York city, has announced to the trade that he is now in a position to supply a new lead, slug, rule and cut trimming machine, which he has named the "Junior Bull Dog," per-



The "Junior Bull Dog," a Bench Machine for Trimming Slugs, Rules and Cuts Recently Placed on the Market by John C. Backert.

haps because it has many of the features of the larger machine, the "Bull Dog." In producing the "Junior," Mr. Backert's object was to supply the demand for a trimming-machine in the smaller plants, and in others, larger, perhaps, where the amount of trimming to be done would not warrant the expense of a larger machine. The "Junior" is a bench machine, as will be seen by the illustration, and is supplied ready to be clamped to any suitable bench or table. The motor, which is sold with the trimmer, may be attached to the nearest electric-light socket. Printers who have hesitated to buy a trimmer because of the expense of larger machines, might find this latest production of Mr. Backert's interesting, and a profitable investment. Details of construction and price may be obtained by addressing the manufacturer at the address given.

**Cook County Printers and Editors Join National Editorial Association.**

On Saturday, November 3, at a meeting of the Cook County Press Club, an organization of local newspapers published in and adjoining Cook County, Illinois, the members unanimously voted to join the National Editorial Association. The advisability of joining the national body was urged by Benjamin S. Herbert, editor of *The Ravenswood Citizen* and the *National Printer-Journalist*, and his points were en-

forced by the enthusiastic comments of W. W. Loomis, of La Grange, and John Phillips, of the *Morgan Park Weekly Review*.

Following the business session, an elaborate vaudeville entertainment, furnished by employees of the Chicago Telephone Company, was enjoyed, and the orchestra of the same company furnished music throughout the evening. Interspersed in the program were speeches by Mr. Weiden, chief of the Publicity Department of Peoples Gas Light & Coke Company; Hon. Peter Reinberg, chairman of the Board of Commissioners of Cook County, and Congressman Niels Juul.

**Chicago Paper-Dealers Start Movement for Conservation.**

A movement started on November 1 by the paper-dealers of Chicago is deserving of high commendation and should receive the hearty consideration and support, not only of the local users of paper, but those in all parts of the country. This movement is set forth in the following petition, signed by the leading paper-supply houses of the city, and sent to all the local printers:

In harmony with the expressed design of the National Government for the conservation of all resources of the country, including man-power, by the elimination of waste and unnecessary effort, we ask your earnest co-operation and submit for your consideration and observance the following:

Consolidate your orders and enter them as far in advance of your requirements as possible, thereby avoiding special or rush deliveries.

given verbally. All goods should be carefully checked and examined before being cut, ruled, printed or manufactured.

Where practicable, confine your specifications to stock sizes and weights, bearing in mind that on special-making orders mill-trade customs prevail.

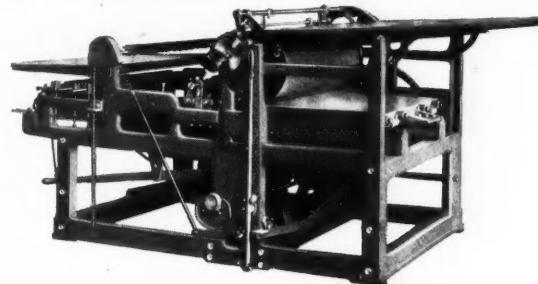
Your compliance with these suggestions will result in our mutual betterment.

**The Challenge Machinery Company Announces New Press.**

The Lee Job and News Press is the name of the new seven-column folio, two-revolution press just placed on the market by The Challenge Machinery Company, of Grand Haven, Michigan.

The manufacturers state that this machine is designed especially to meet the demand of the small city and country publisher for a low-priced press that will print two pages of a six or seven column newspaper, and, in addition, handle the general run of job-printing usually turned out in such plants.

The new Lee Job and News Press was designed by press experts who knew the wants of the class for which it was built. Every demand for an economical press has been fulfilled, we are advised, and no item, from its low first cost, \$975, to the simplification of parts and economy of maintenance, has been overlooked. The Lee presses now being shipped are improved to the minute and every part standardized, or, in other words, made strictly interchangeable. The necessity of having a press that would be



The New Lee Job and News Press.

Urgent orders placed in the afternoon for delivery early in the morning should be received not later than 4 P.M.

When placing orders, please be explicit as to size, weight, finish and color; if representative samples have been obtained and approved, then reference to same should be made.

**RETURNING OF MERCHANTISE GREATLY INCREASES OVERHEAD FOR BOTH BUYER AND SELLER.**

All stock returned involves extra handling, additional cartage and increased clerical labor.

When stock is not returned in good merchantable condition, it necessitates recounting, rescaling, relabeling and frequently repacking.

No merchandise should be returned except by previous arrangement and mutual agreement, nor held for return longer than thirty days.

Orders for ruling, cutting and all manufacturing should be written and not telephoned nor

simple to operate, so that pressmen of limited experience could handle it, was constantly before the designers and builders.

The press, we are told, has been subjected to the most severe tests of heavy forms and continuous running — equal to five years' hard usage in the average shop.

The manufacturers state that the press possesses a strong, rigid impression, two form-rollers, rack and screw, and table distribution, front fly or clean-side-to-fly delivery, will register perfectly and will operate

## THE INLAND PRINTER

smoothly and quietly at a speed of 1,800 impressions per hour.

The manufacturers will be glad to send full particulars to all parties interested.

**Monotype Company Divides  
New York-Boston District.**

The Lanston Monotype Machine Company has announced the separation of its New York-Boston district into two divisions, which will be known as the New England district and the New York district. This move has been made to enable the company to better handle and care for its great increase of business in this territory. The New England district will be in charge of Russell L. Davis, who has been assistant manager at the Boston office, and the New York district will be under the supervision of Richard Beresford, who has been manager of the combined districts since November 1, 1916.

**John Thomson Press Company Sends  
Out a New Folder on the  
Laureate Press.**

Within the last few weeks the John Thomson Press Company, with houses in New York city, Philadelphia, Chicago, Boston, Buffalo and Cincinnati, has sent out to a large list of printers a folder reciting the adaptability of its Laureate press for printing half-tones on rough stock. In addition to the text of the folder, several large half-tones are admirably printed thereon, which not only show the advantages of this style of printing to good effect, but, at the same time, demonstrate that the work can be done exceptionally well on the Laureate. Printers who want to keep abreast of the times should investigate this new form of illustration and write for the folder if they have not already received a copy.

**Territory Assigned Executive  
Committeemen of United  
Typothetae of America.**

At a recent conference of the executive officers of the United Typothetae of America, the United States and Canada were subdivided into districts, to intensify effort and secure maximum results in organization extension work. This will be accomplished through the coöperation of the members of the Executive Committee, who can supplement the efforts of the national office in the territory which they represent. Members are invited to study the accompanying map, with its divisions, and acquaint themselves

with their respective committeemen, as given below:

Washington, Montana, upper Idaho (north of Tahoe), Alberta and British Columbia — Pliny L. Allen, 117 Columbia street, Seattle, Washington.

Kansas and Oklahoma — D. A. Brown, Seventh and Central streets, Kansas City, Missouri.

Missouri and Arkansas — Albert E. Buss, 2704 Pine street, St. Louis, Missouri.

Texas and New Mexico — Ennis Cargill, The Cargill Company, Houston, Texas.

Tennessee and Alabama — W. E. Craig, 309 Fifth avenue, North, Nashville, Tennessee.

Colorado, Utah and Wyoming — B. F. Serbiner, 112 West Third street, Pueblo, Colorado.

Illinois — William Sleepick, 418 South Market street, Chicago, Illinois.

Canada (Saskatchewan and east) — John Stovel, Stovel Company, Winnipeg, Canada.

New Jersey — John S. Watson, 160 Maple street, Jersey City, New Jersey.

**A Novel War-Fund Club Formed in  
Large New York Plant.**

THE INLAND PRINTER is in receipt of a letter from Edmund Sinclair, of the Sinclair & Valentine Company,



Map Showing Division of Country Into Districts for Facilitating Work of the United Typothetae of America.

Connecticut and Rhode Island — John R. Demarest, 246 Meadow street, New Haven, Connecticut.

Western Pennsylvania (exclusive of Harrisburg) and western New York (west of Elmira) — George R. Dorman, 947 Liberty avenue, Pittsburgh, Pennsylvania.

Maine, New Hampshire, Vermont and Massachusetts — Albert W. Finlay, 272 Congress street, Boston, Massachusetts.

California, Nevada and Arizona — Fletcher Ford, First and Rio streets, Los Angeles, California.

Ohio — George M. Gardner, Caxton building, Cleveland, Ohio.

Indiana and Kentucky — A. M. Glossbrenner, State House square, Indianapolis, Indiana.

West Virginia, Virginia and North Carolina — G. G. Gooch, Jr., Stone Printing Company, Roanoke, Virginia.

Eastern New York (east of Elmira) — William Green, 627 West Forty-third street, New York city.

Maryland and Delaware and Washington, D. C. — George K. Horn, Holliday and Hillen streets, Baltimore, Maryland.

Georgia, South Carolina, Florida — John A. Hutton, 10 Whitaker street, Savannah, Georgia.

Oregon and Idaho (south of Tahoe) — E. H. James, 50 First street, Portland, Oregon.

Eastern Pennsylvania (inclusive of Harrisburg) — Charles L. Kinsley, 420 Sansom street, Philadelphia, Pennsylvania.

Wisconsin and upper Michigan — H. W. J. Meyer, 116 Michigan street, Milwaukee, Wisconsin.

Lower Michigan — William V. Parshall, 63 Fort street, Detroit, Michigan.

Louisiana and Mississippi — William Pfaff, 724 Perdido street, New Orleans, Louisiana.

Nebraska and Iowa — Joe B. Redfield, Tenth and Douglas streets, Omaha, Nebraska.

North and South Dakota — Eugene Saenger, Brown & Saenger, Sioux Falls, South Dakota.

Minnesota — F. J. Scott, Edison building, Minneapolis, Minnesota.

New York city, advising us that a novel form of war relief has been started in the plant of the United States Printing & Lithograph Company, of that city. He also enclosed a small circular, such as was placed in the pay-envelopes of employees of the large printing concern, describing the plan. The club which has been started is named the "American Five Cents More War Fund Club." The whole idea is to give those who are unable to subscribe to government bonds, or to assist in other relief funds in the usual amounts, to do their bit. The plan, it seems, is an excellent one, as it gives many an opportunity to help in war relief who, otherwise, would be denied. The introduction of the circular reads as follows:

One of our girls in the factory said: "We want to do our part; we can not subscribe to the bonds; what can we do?" This gave us a splendid idea — just listen how it works out: If each member of our organization in the Brooklyn factory will contribute 5 cents every week, see how rapidly the seed will grow, and from the original 5-cent suggestion we will have created a fund of from \$30 to \$35 per week which can continue for the duration of the war. How little it is for each one to contribute, but how great the good to be accomplished. With the money we raise we will purchase yarn, and as the girls have so splendidly volunteered to do the real work, through the knitting club which they have organized, it makes it so easy for you to do your part. In addition to the work that the girls will do in their club, they will ask the married men who have daughters, as well as

wives, who can knit, if they will volunteer to assist in the knitting. The committee will arrange to have the contributions collected each Wednesday morning. When you have given all that you think you can possibly give, you can still give *five cents more*.

While the entire issue of the second Liberty Loan has been sold, the probability of another early next year makes the plan followed by the Sinclair & Valentine Company in enabling its employees to purchase bonds interesting to other operatives in the graphic-arts field. A letter from that company describes the plan as follows:

"To stimulate the sale of the Liberty Loan among its employees, the Sinclair & Valentine Company is offering bonds on a basis of 50 cents per week, with interest from date of issue. This plan gives the buyer two years in which to complete payments on a \$50 bond. The company hopes that this method will also encourage the habit of saving among its men."

**A. M. Collins Manufacturing Company Has New Offerings for the Printing-Trade.**

THE INLAND PRINTER has received from the A. M. Collins Manufacturing Company, Philadelphia, Pennsylvania, a sample-book showing the seven colors and the two surfaces of a new cover-stock, Velumet. This new product of the Collins mills is unlike anything we have heretofore seen in cover-paper—and its distinction lies in the fact that its soft, exquisite texture gives it a "feel" and appearance suggestive of rich, hand-worked leather. The name, "Velumet," is a good one, for the stock does suggest velvet. Printers who are desirous of putting something distinctly new in the hands of customers, or who realize the necessity for quality in modern printed advertising, would do well to obtain the sample-book referred to above and familiarize themselves with the possibilities offered by this beautiful new cover-stock.

Since Velumet was announced to the trade, the Collins organization has brought out another noteworthy product—"Oak Leaf Overlay Paper," a heavily coated, etchable paper intended for making overlays to be used for half-tone and color-process printing. As the paper may be etched on either side, or on both sides, overlays of various depths can be produced to suit all practical requirements.

We are advised by the manufacturers that this overlay paper has been subjected to the most severe tests on modern high-speed printing-presses, and has been found to retain perfect

register and to "stand up" with entire satisfaction on long runs.

We suggest that our readers get on the Collins mailing-list, if not already there, and, especially, that they obtain samples and prices on these two new "Oak Leaf" brands.

**United Typothetæ of America  
News Notes.**

Secretary Joseph A. Borden returned to national headquarters during the past few weeks, after a



New Emblem of the United Typothetæ of America.

month spent in the far West and Pacific Coast States. Enthusiastic meetings were held in every city visited. Secretary Borden reports that printers are keen for organization work, realizing that only through local and national organization activities can they be benefited by cooperative effort. All indications are that the coming year will see the biggest membership increase in the history of the national organization.

Field Representative Harry S. Stuff has been spending the past few weeks in Denver, assisting the printers to organize their local association on a permanent basis. Representative Stuff reports that the printers all realize the necessity of a strong organization, and that while matters are still in a formative stage, it will not be long before Denver will be represented by a local Typothetæ.

Field Representative J. E. Hillenbrand, who is representing the organization on the Pacific coast, is at present engaged extending organization work throughout the State of California. While the national organization has many individual members on the coast, there are few local Typothetæ organizations in that section, but it is to be hoped that through the service of a field man many local associations will become affiliated with the national body, for surely best results can not be obtained unless the efforts are directed along the same standard uniform lines set forth by the national organization.

The proceedings of the thirty-first annual convention will be given in the December issue of the *Typothetæ Bulletin*. This is the only medium through which they will be printed this year, and the members are urged

to preserve their copies for future reference.

Resolutions of appreciation of service rendered were presented to Fred L. Smith, of Minneapolis, upon his voluntary retirement from the Executive Committee. Mr. Smith has ably served the organization many years.

The November issue of the *Typothetæ Bulletin* contains several articles of importance to the printing craft. A digest of the War Tax Law affecting the printing industry is given. A ruling as to the proper clause to be placed on invoices under the Federal Child Labor Act and other items of a legal aspect are presented. This information is so valuable that every printer should have it. Non-members of the organization can obtain copies by writing direct to headquarters, 550 Transportation building, Chicago.

**Committee Appointments of Franklin-Typothetæ of Chicago**

The Executive Board of the Franklin-Typothetæ of Chicago has announced the following appointments for the various standing committees for the coming year:

*Trade Matters.*—W. J. Hartman, chairman; Otto A. Koss, vice-chairman; F. B. Cozzens, William Eastman, Thomas H. Faulkner, J. F. Holmes, Edwin Lennox, Arthur J. Lloyd, John J. Miller, James H. Rook, James H. Walden.

*Cost.*—J. Harry Jones, chairman; P. I. Tallman, vice-chairman; N. A. Carbery, J. H. Crow, John B. Foley, J. E. Gleeson, J. W. Hutchinson, R. J. Kane, R. A. Morgan, F. W. Smith, C. P. Weil.

*Credit.*—Morton S. Brookes, chairman; J. H. Kirchner, vice-chairman; W. A. Grant, M. H. Kendig.

*Legislation.*—James Hibben, chairman; T. E. Donnelley, vice-chairman; H. W. Campbell, Cecil Emery, Harry Hillman, Morris Klein, B. C. Pittsford, William F. Whitman.

*Membership.*—S. B. Weinberger, chairman; E. W. Kirchner, vice-chairman; D. H. Dryburgh, W. R. Goodheart, Harlo Grant, D. W. Mathews, J. L. Schmitz, John J. Smith, E. A. Bloom, F. J. Hagen.

*Entertainment.*—W. H. Sleepcock, chairman; L. Wessel, Jr., vice-chairman; Charles H. Kern, W. E. Kier, James T. Igoe, C. J. McCarthy, H. L. Ruggles, H. A. M. Staley.

Committee appointments for the Machine Composition Division of the organization have also been announced, these being as follows:

*Cost.*—J. H. Walden, chairman; L. M. Cozzens, E. J. McCarthy.

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*Metal.*—D. W. Mathews, chairman; H. I. Wombacher, D. H. Malilieu.

*Depreciation.*—H. I. Wombacher, chairman; A. R. Buckingham, F. Hildman.

*Trade Matters.*—Cecil Emery, chairman; J. H. Walden, W. F. Barnard.

*Credits.*—J. H. Crow, chairman; Sam Simon, Hugh Brady.

*Insurance.*—C. L. Just, chairman; J. W. Hutchinson, J. J. Smith.

*Organization (Local).*—Morris Klein, chairman; J. J. Smith, D. W. Mathews.

*Organization (National).*—E. J. McCarthy, chairman; J. H. Crow, J. I. Oswald.

*Program.*—Walter C. Bleloch, chairman; John I. Oswald, Harry Hillman, W. F. Barnard.

**Philadelphia Craftsmen Have Big Meeting.**

More than one hundred members and guests were present at the monthly meeting and dinner of the Philadelphia Club of Printing House Craftsmen, held on Thursday evening, November 8. Among the guests were a special delegation from the New York Craftsmen's Club. There were a number of unusual features, which made this meeting one of the best in the history of the organization.

As a particular honor, the meeting and dinner were dedicated to Samuel R. Carter, superintendent of the Feister-Owen Press. This was done in view of the fact that Mr. Carter has resigned his position and is moving with his family to Rochester, New York. Mr. Carter was one of the charter members of the club, and has been one of the Board of Governors for the past eight years. He has done splendid work for the association, and the members sincerely regret that he is leaving the Quaker City.

Charles W. Smith, president of the club, made a touching address as he presented a handsome engrossed set of resolutions, signed by every member, to Mr. Carter. A rising vote of thanks was given by all who were present, in appreciation of Mr. Carter's work, and by a unanimous vote he was made a life member.

The next event on the program was a lecture, entitled "A Message from the Trenches," by Lieutenant H. B. Pepler, M.C., of the Nineteenth Canadian Battalion. The officer told in a humorous and interesting manner how things are going on "over there," basing his remarks on his own personal experience.

The next meeting and dinner of the Philadelphia Club of Printing House Craftsmen will be held at the Hotel Bingham on Thursday evening, December 13. Special speakers and a fine entertainment will be assured.

**American "Jackies" Take Their Printer with Them.**

Even the "Jackies" at sea find it impossible to get along without their printer and must needs take one with them when they go fishing for "subs." This is evidenced by a report from the base American flotilla in British waters, which appeared in a recent issue of the *Chicago Tribune*:

"The flotilla printer is one of the busiest Americans here. He is a native of Chicago and holds a card in Typographical Union, No. 16, of that city. 'Skee' from 'Chi' he is called by the bluejackets, who seem to have a nickname for everything.

"Skee" does not go to sea. He works on board a vessel that swings at a buoy in this port. From morning till night he is kept busy on the avalanche of orders that come rolling in for printed stuff for the whole flotilla. Of late he has been doing some work for the British naval forces. His workroom resembles a small jobbing-office, and is tucked out of the way in the stern of the flotilla flagship. It is fenced off with warnings against intrusion. All type is set by hand and printed on a small hand press, electrically operated.

"The flotilla printer has made a hit by the way in which he illustrates the program he prints of the entertainment provided by the bluejackets at their shore clubhouse, turning out rough wood-cuts for the cover of the program. Last week he had a picture of the clubhouse with sailors arriving in limousines. Girls, who are barred from the clubhouse, are frequently depicted waiting in automobiles for the sailors to reappear. His latest attempt was an illustration of that part of West Forty-third street, New York, known as Melody Lane, to go with the burlesque of that musical thoroughfare produced by the sailors.

"The flotilla printer is a chief petty officer, with a rating of a first-class printer. With the increase in pay made recently he gets \$62 a month as printer, and to this must be added his \$50 a year allowance as a naval-reserve man, which brings his monthly stipend up to \$70. Uncle Sam pays his board and lodging. A satisfactory feature is that there is no composing-room foreman to boss him. He alone in the flotilla knows his job."

**To Teach Printing in Public Schools of Gotham.**

The Industrial Education Survey Committee, of New York city, has given out a digest of its preliminary report on the printing trade in the metropolis. The committee has recommended the establishment of a central school of printing under the Board of Education, to be supported by the city, so that existing deficiencies and handicaps in the production of skilful printers will be overcome.

This recommendation was made as the result of ten months' intensive study of the printing business in New York city and has the endorsement of the Association of Employing Printers and the Master Printers' Association, representing practically all of the employing printers in the city, and was approved and adopted also by Typographical Union, No. 6; Printing Pressmen's Union, No. 51; New York Newspaper Web Printing Pressmen's Union, No. 25; Franklin Union, No. 23, and the New York Job Press Feeders' Union, No. 1.

The concurrence of employers and employees in the printing industry in New York city constitutes the first instance in the history of industrial education that these two sides have agreed in every detail on a plan for teaching printing.

The employers' associations and unions have recommended that the city provide quarters for the Central School of Printing in the old Wynkoop-Hallenbeck building. This building is centrally located, and is in the heart of the printing district of New York city. The committee points out, as an argument in favor of locating the school in this building, that eighty-seven per cent of the 27,000 men engaged in the composing and press rooms in New York city work in the Borough of Manhattan. A large percentage of these men are employed in plants below Forty-third street, and men desiring to take up these courses could come right to the school from work with the loss of only a few minutes' time.

The committee shows that New York city is the greatest center for the printing industry in the entire world. The industry represented last year 2,650 printing establishments employing 68,540 persons. In salaries and wages together there was paid out last year approximately \$76,000,000. The capital invested totaled \$15,000,000, while the value of the combined product of the printing and publishing trade amounted to \$125,000,000.

## THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

VOL. 60. DECEMBER, 1917. NO. 3

**THE INLAND PRINTER** is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; Chicago Trade Press Association; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers Association; Printers' Supplymen's Club of Chicago; Advertising Association of Chicago.

## SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

**Foreign Subscriptions.**—To Canada, postage prepaid three dollars and fifty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

**IMPORTANT.**—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

## ADVERTISING RATES.

Furnished on application. The value of **THE INLAND PRINTER** as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

**THE INLAND PRINTER** reserves the right to reject any advertisement for cause.

## FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

W.M. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

## WANT ADVERTISEMENTS

Prices for this department: 40 cents per line; minimum charge, 80 cents. Under "Situations Wanted," 25 cents per line; minimum charge, 50 cents. Count ten words to the line. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order.** The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of **The Inland Printer** free to classified advertisers.

## BUSINESS OPPORTUNITIES.

**OFFICIAL NOTICE**—In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Nebraska, blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1918, are invited. Specifications and conditions will be furnished on application to W. A. Fraser, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. Building, Omaha, Neb., and will be submitted at the first meeting in 1918 of the Sovereign Executive Council, it being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited. W. A. FRASER, JOHN T. YATES, Supply Committee, Sovereign Camp, Woodmen of the World, Omaha, Neb., October 1, 1917.

**FOR SALE**—Printing-plant and bindery, equipped to do all classes of work, including fine half-tone and color work; individual motor equipment throughout; business capacity about \$65,000 yearly; located in manufacturing city near Boston; will sell for one-half cash and favorable terms on balance. D 438.

**WANTED**—Salesmen (printers or pressmen) to handle the Ray Feed-more attachment for platen presses in unoccupied territory; easy selling plan; small capital required; live men can make \$75 per week. Write or wire for particulars. FEEDMORE MANUFACTURING CO., Asheville, N. C.

**TWO-PLATEN SHOP**, oldest in territory, good town, most healthful climate, new 7-story tourist hotel; business has survived 35 out of 37 competitors in town alone. BOX 173, San Angelo, Texas.

**FOR SALE**—Well-equipped 3-platen press printing-plant, doing fine business; city of 40,000, Southern California; expect draft call. D 457.

**FOR SALE**—In western Massachusetts, small, well-equipped job-printing shop; excellent location and modern; a bargain. D 354.

**FOR SALE**—In balmy Florida, a well-established and paying printing business; a big paying proposition at small cost. D 535.

**FOR SALE**—First-class printing-plant here; 6 presses, 1 linotype; print anything. BENZ & SHAW, Sedalia, Mo.

**JOB-PRINTING OFFICE** for sale cheap, in good county-seat of Indiana; price, \$3,500. D 409.

## ENGRAVING METHODS.

**ANYBODY CAN MAKE CUTS** on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for stamp. THOS. M. DAY, Box 1, Windfall, Ind.

## FOR SALE.

**FOR SALE**—One 19 by 25 inch Cleveland folding-machine used less than 60 days, guaranteed in perfect condition, \$750; one new Walldron, heavy model, roller embossing-machine, egg-shell pattern, 16½ inches wide, guaranteed perfect, \$300; three No. 1 linotype machines, with 2-letter attachments, in good working condition, at \$650 each; one Diehl 1-h.p., 220-volt, direct-current motor, 1450 R. P. M., with Cutler-Hammer controller, \$65; one ¾-h.p., 220-volt, direct-current Diehl motor, 1300 R. P. M., with Cutler-Hammer controller, \$54; both motors in perfect condition. D 551.

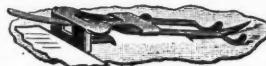
**FOR SALE**—Secondhand Kidder, all-size adjustable rotary press, size 43 by 56 inches, minimum sheet 26 by 34 inches, cuts anything between, prints two colors on top and one color on reverse side of the web, has traveling offset web and can do 13-line screen half-tone printing; machine in A-1 condition, with complete equipment; immediate delivery. GIBBS-BROWER CO., 261 Broadway, New York city.

**ENTIRE EQUIPMENT**, paper stock and Ruxton inks; one Miehle No. 4, extension delivery; three auto presses, 11 by 17; three jobbers, 8 by 12; big stock of white writing and coated book papers, mostly 22 by 34-40, type at 27 cents per pound; prefer to sell as a whole. AUTO PRINT CO., 115 S. Seventh st., Louisville, Ky.

**FOR SALE**—Whitlock two-revolution press, four form rollers, bed 29 by 42; also Hoe two-revolution press, 4-roller, size of bed 40 by 60; guaranteed in first-class condition; will trade in part payment. PRES-TON, 49A Purchase, Boston.

## Megill's Patent

## SPRING TONGUE GAUGE PINS



## QUICK ON

Send for booklet this and other styles.

## MEGILL'S PATENT

## Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

**E. L. MEGILL, Pat. and Mfr.**  
60 Duane Street  
From us or your dealer. Free booklets.

## Megill's Patent

## DOUBLE-GRIP GAUGES



## VISE GRIP

Send for booklet this and other styles.

**BOOKBINDERS' MACHINERY** — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 638 Federal st., Chicago.

**FOR SALE** — One Model 1C Emboso machine; cost \$300, will sell for \$200; used only few thousand sheets; 220-volt direct current motor. THE PUBLISHERS PRESS, Atlanta, Ga.

**FOR SALE** — Mergenthaler linotype Model No. 5, complete, A-1 condition; also Universal press 10 by 15, good condition; reasonable. I. R. D., 22 E. 9th st., Cincinnati, Ohio.

**FOR SALE** — Autopress, Model A, in good working condition; one Humana feeder 10 by 15, practically new; both machines cheap for cash. CARL W. HILL, Tampa, Fla.

**FOR SALE** — One font linotype mats, 8 point, modern No. 26, with antique No. 2, used only two weeks. GENERAL PRINTING CO., 1017 Morgan st., St. Louis, Mo.

**SUCCESS WIRE-STITCHER** in fine condition; takes No. 26 or 28 spool wire; flat or saddle, up to 2-16 thick; \$30; foot power. STEARNS PRINT, Dalton, Mass.

**LINOTYPE** — Model No. 1, Serial No. 8011, with one magazine, liner, ejector-blades, font of matrices. TRIBUNE PRINTING CO., Charleston, W. Va.

**FOR SALE** — Junior linotype, complete; 2-letter, 8 and 6-point mats, worn; single-letter 6-point mats, new; \$300 f. o. b. cars. HERALD, Springfield, Colo.

**LINOTYPE** — Three Model 1 machines with complete equipment of molds, magazines and matrices. NEW HAVEN UNION CO., New Haven, Conn.

**LINOTYPE** — Model 5 (rebuilt from Model 3) No. 7286; molds, matrices, liners and blades. SUNSET PUBLISHING HOUSE, San Francisco, Cal.

**FOR SALE** — One Quick Change Model 5 Linotype, in first-class condition; will sell on easy terms. ZIEGLER PRINTING CO., Butler, Pa.

**WILL SELL CHEAP**, machine for making rubber stamps and all supplies, also stereotype machine. R. H. JUSTICE, Williamsburg, Pa.

**LINOTYPE** — Model 2, Serial No. 706, 1 motor, 1 magazine, 8 fonts of matrices. ARYAN THEOSOPHICAL PRESS, Point Loma, Cal.

**LINOTYPE** — Model 1, Serial No. 6605; 1 magazine, 1 mold and 1 font of matrices. METROPOLITAN PRESS, Seattle, Wash.

**FOR SALE** — Autopress, 11 by 17, very little used, as good as new; will sell cheap. LUTZ & STAHL, Keokuk, Iowa.

**FOR SALE** — One secondhand two-color S-1 Harris press to take sheet 15 by 18; first-class condition. D 531.

#### HELP WANTED.

##### Advertising Manager.

**ARE YOU A MAN** with a record of industry, honesty and accomplishment now employed as advertising solicitor or manager on a smaller daily paper? If so, and you have a desire for the larger field and bigger possibilities, we can use you in our advertising department; good salary and advancement. Write us about yourself. D 536.

##### Ad Writer.

**AD WRITER FOR DAILY PAPER** — A young married man from Middle West is needed to establish a copy department for a large daily paper; position requires ability to draw and sketch, as well as ideas and ability to write; preference given to man who can show a record of accomplishment in present position; for a good man this is a good opportunity in a large and growing organization; give details in first letter and samples of art and copy work. D 312.

##### Composing-Room.

**WORKING FOREMAN** — A-1 compositor, who can superintend mechanical work of medium-size plant in town of 125,000; one who can operate linotype preferred; exceptional opportunity for the right man; non-union.

**STONEMAN**, capable on line-up, margins, register, etc., on high-class and general run of work; modern, bright, comfortable, union plant; state experience and salary. D 548.

##### Editor.

**A PROMINENT PUBLISHING HOUSE** has an opening for a capable young man to act as editor and literary adviser. Apply with particulars concerning experience, etc., to D 539.

#### Managers and Superintendents.

**CLASSIFIED MANAGER WANTED** — Large city paper has opening for a young experienced classified manager; must combine a thorough knowledge of development of the small or "transient" ads with ability as solicitor and ability to handle help; prefer a man not over 30 now employed as classified manager in city of 200,000 or under; for such a man this position offers a promotion and an opportunity for advancement in a large organization. Give details and evidence of qualifications in first letter; preference given to man from Middle West. D 532.

**HELP WANTED** — Working superintendent; up-to-date job compositor who has executive ability to superintend entire job and daily newspaper plant; ideal plant; permanent. THE CONNEAUT PRINTING COMPANY, Conneaut, Ohio.

#### Pressroom.

**PRESSMAN** — One who can operate small Kidder, Auto and platen presses. THE DILLINGHAM PRINTING CO., Ticket Printers, 4837 Huntington Drive, Los Angeles, Cal.

**WANTED** — Foreman for pressroom operating 5 Miehles and 3 or 4 Gordons; or pressman and assistant pressman for same. D 540.

**WANTED** — Cylinder pressman with \$1,200 to take charge of small pressroom in Milwaukee; open shop. D 544.

#### Salesmen.

**I HAVE AN OPPORTUNITY** to obtain the stock of a well-established printing business located in a middle western city, but I am unable to swing the deal myself and wish to obtain a salesman with money to help me make the purchase; I have been connected with the company for years as secretary, and can handle all the inside work; the man who joins with me will take charge of the sales end; complete details upon application. D 547.

**TRAVELERS WANTED** to sell and demonstrate the Ellis "New Method" Embossing; must be experienced, practical printers; can earn \$50 and upwards weekly. WALTER J. ELLIS, care of INLAND PRINTER, 632 Sherman st., Chicago.

**WANTED** — A salesman or sales manager to increase the sales of a line of machines already established in world-wide service in the printing, lithographing, bookbinding and allied trades; state age and experience. D 522.

#### INSTRUCTION.

**LINOTYPE INSTRUCTION** — 17 Mergenthalers; evenings; \$5 weekly; day course (special), 9 hours daily, 7 weeks; \$80; three months' course, \$150; 10 years of constant improvement; every possible advantage; no dummy keyboards, all actual linotype practice; keyboards free; call or write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133-137 East 16th st., New York city.

**HOW TO PRINT** upwards of 100 different kinds of Advertising Articles on a press that costs about 20 cents to make; in use by us for over 25 years; satisfaction guaranteed. Write. GLOBE GLASS CO., Wellsburg, W. Va.

#### SITUATIONS WANTED.

##### Composing-Room.

**SITUATION WANTED** by a printer handling the better grade of display printing; small shop preferred; will go anywhere as working foreman or superintendent of private plant; also consider partnership with wide-awake printer; at present employed as working foreman; graduate I. T. U.; union. D 537.

**MONOTYPE KEYBOARD OPERATOR**, with some experience on caster, desires steady position; thoroughly experienced all-around printer; willing to work part time on floor; exempt from draft; 28, married; go anywhere. D 296.

**MONOTYPE KEYBOARD OPERATOR**, just completing course, desires position; A-1 compositor and willing to work on floor during dull periods on machine; will go anywhere; best references; union. D 546.

**DESIGN AND LAYOUT WORK** — By compositor of many years' practical experience on high-class advertising literature, catalogue, publication and color work; good executive, systematic, union. D 317.

**GERMAN LINOTYPE OPERATOR** desires permanent position; book work or newspaper; 3,000 to 3,500 ems, all models; start January 1st; state model, kind of work, hours and wages. D 538.

**OPERATOR**, in German, English and French, wants position; go anywhere east of Mississippi; German daily or English job-shop preferred. D 441.

**LINOTYPE OPERATOR** — Young man wants position in or out of New York city. JOSEPH KAUFMAN, 1156 Dekalb av., Brooklyn, N. Y.

## PROCESS WORK — and Electrotyping

*The Journal for all up-to-date Process Workers* Published by A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

All matters of current interest to Process Workers and Electrotypers are dealt with monthly, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

**PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.**

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

**Instructor.**

**WANTED** — Position as teacher of printing; education: college graduate, I. T. U. graduate, linotype school graduate; experience: 10 years as journeyman printer, proofreader, editor, superintendent, 5 years as teacher of printing; open for change in January. D 542.

**Managers and Superintendents.**

**PRODUCTION MANAGER**—superintendent-foreman, wide all-around experience and demonstrated ability; one whose attitude encourages strict business, fair play, and honest effort; one who knows the relations and general problems of all departments and can handle each department's problems as an individual situation and get maximum results from the organization as a whole; can systematize in a way to eliminate non-productive detail; adaptable—not limited to any one line of work; progressive and aggressive, a thorough business man with a reputation for year-round justice, who means business all the time; a real man who creates reorder insurance with every sale; I am absolutely sure of myself, I know my business thoroughly, the points that count—personality, environment, standardized factory efficiency methods, and an intelligently organized service running at first speed all the time, producing net results; a hard, persistent, conscientious, intelligent worker; age 42; go anywhere. D 297.

**SUPERINTENDENT-FOREMAN** desires to get in touch with concern needing man; years of experience, charge high-grade plants with engraving department in connection, producing high-grade colorwork, advertising literature, general printing; good executive and layout; familiar latest methods to secure efficiency in putting work through; made good under exacting cost systems; reliable; 42; union; South or Southwest preferred, but will go anywhere. D 326.

**EXPERT** efficiency engineer, designing psychotographer, practical commercial literatus, age 39, broad experience, genial personality and positive capacity, desires change to Middle West, North Central States, or possibly the Southwest; a high-grade executive familiar with State, county, bank, classic catalogue, modern magazine and general lines; practical working knowledge of factory details; splendid references; nothing under \$45. D 543.

**WANTED** — Position as superintendent of large or medium-sized plant; have had experience on all classes of printing, lithographing, engraving and electrotyping; efficient executive ability; state size of plant and salary. D 378.

**COMPOSING-ROOM FOREMAN** or superintendent; capable, systematic executive, familiar with the best in publication, catalogue, color and commercial work; union. D 534.

**WANTED** — Position as superintendent or manager by a man with a thorough knowledge of the business. D 538.

**Miscellaneous.**

**TWO PRACTICAL MEN** in the printing game, experienced, successful in sales, management, service, production, large acquaintance with high-grade users, both employed, seek connection with well-equipped, well-financed plant. Address in confidence, D 541.

**Pressroom.**

**PRESSROOM FOREMAN OR SUPERINTENDENT**, a first-class executive now in charge of a large pressroom in New York city, desires a change; this man will systematize your pressroom and obtain a high standard of efficiency; he is a capable, industrious mechanical supervisor, always on the job; best references. D 523.

**SITUATION WANTED** by a pressman; first-class on all kinds of process color and half-tone work; can handle work and help to the best possible advantage. D 530.

**EXPERIENCED DUPLEX** and cylinder pressman desires change; able to do best grade of work; only steady position considered; married. D 545.

**CYLINDER PRESSMAN**, experienced on high-grade presswork, desires to make change; steady, reliable, married man; union. D 550.

**PRESSMAN**, cylinder and job, experienced in all grades of work, wishes permanent position; married; best of references. D 418.

**WANTED TO PURCHASE.**

**WANTED TO PURCHASE** — Secondhand 17 by 22 Hartford or Lau-reate presses; state lowest cash price wanted, and give serial number and condition of press. D 552.

**INK-MILLS** — Any one having any secondhand or new ink-mills to sell, communicate with J. S. KLEIN, 611 West 129th st., New York city.

**BUSINESS DIRECTORY.****Advertising Blotters.**

**PRINTERS** — Are you acquainted with the Poates Geographical Blotters, about 9 by 4? They are 100 per cent absorbent (both sides), with maps of the United States or individual States. Only \$6.00 per thousand, including your imprint. Send for a trial order today. **POATES PUBLISHING CO.**, 22 N. William st., New York city.

**PRINT BLOTTERS** for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. **CHAS. L. STILES**, 230 N. 3d st., Columbus, Ohio.

**Advertising for Printers.**

**BLOTTERS**, folders, mail-cards, booklets, house-organs—we furnish two-color cuts and copy monthly. You do the printing and own the cuts for your town. Small cost, profitable returns. Write for samples and prices. **ARMSTRONG ADVERTISING SERVICE**, Des Moines, Iowa.

**Brass-Type Founders.**

**AMERICAN TYPE FOUNDERS CO.** — See Typefounders.

**Calendar-Pads.**

**THE SULLIVAN PRINTING WORKS COMPANY**, 1062 Gilbert av., Cincinnati, Ohio, makes 109 sizes and styles of calendar-pads for 1918; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

**Carbon Black.**

**CABOT, GODFREY L.** — See advertisement.

**Casemaking and Embossing.**

**SHEPARD, THE HENRY O., COMPANY**, 632 Sherman st., Chicago. Write for estimates.

**Chase Manufacturers.**

**BARNHART BROTHERS & SPINDLER** — Electric-welded silver-gloss steel chases, guaranteed forever. See Typefounders.

**KEYSTONE TYPE FOUNDRY SUPPLY HOUSE** — Steel chases for all printing purposes. See Typefounders.

**Collection Agency.**

**ACCOUNTS**, debts and claims collected everywhere on commission. No charge unless successful. **BEACON COLLECTION AGENCY**, 23 Cedar st., New York.

**Copper and Zinc Prepared for Half-Tone and Zinc Etching.**

**THE AMERICAN STEEL & COPPERPLATE CO.**, 101-111 Fairmount av., Jersey City, N. J.; 116 Nassau st., New York city; 610 Federal st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

**NATIONAL STEEL & COPPERPLATE COMPANY**, 542 South Dearborn st., Chicago, Ill.; 805 Flatiron Bldg., New York city; 1101 Locust st., St. Louis, Mo.; 12 East Second st., Cincinnati, Ohio.

**Counting Machines.**

**AMERICAN TYPE FOUNDERS CO.** — See Typefounders.

**KEYSTONE TYPE FOUNDRY SUPPLY HOUSE** — See Typefounders.

**Cylinder Presses.**

**BARNHART BROTHERS & SPINDLER** — See Typefounders.

**Electrotypes' and Stereotypes' Machinery.**

**THE OSTRANDER-SEYMOUR CO.**, general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

**HOE, R., & CO., NEW YORK**. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

**Embossing Composition.**

**STEWART'S EMBOSSED BOARD** — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. **THE INLAND PRINTER COMPANY**, Chicago.

**Embossing Dies and Stamping Dies.**

**CHARLES WAGENFÖHR**, Sr., 140 West Broadway, New York. Dies and stamps for printers, lithographers and binders.

**Hot-Die Embossing.**

**GOLDING MFG. CO.**, Franklin, Mass. Our Hot Embosser facilitates embossing on any job-press; prices, \$40 to \$90.

**Ink-Fountain.**

**THE NEW CENTURY** ink-fountain, for sale by all dealers in type and printers' supplies. **WAGNER MFG. CO.**, Scranton, Pa.

**Job Printing-Presses.**

**AMERICAN TYPE FOUNDERS CO.** — See Typefounders.

**BARNHART BROTHERS & SPINDLER** — See Typefounders.

**KEYSTONE TYPE FOUNDRY SUPPLY HOUSE** — See Typefounders.

**GOLDING MFG. CO.**, Franklin, Mass. Golding and Pearl.

**R.R.B. PADDING GLUE**

*For Strength, Flexibility, Whiteness and General Satisfaction.*

**ROBERT R. BURRAGE**  
83 Gold Street  
NEW YORK

**Motors and Accessories for Printing Machinery.**

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty.

**Numbering Machines.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE—See Typefounders.

**Paper-Cutters.**

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown and Carver and Ontario.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

BARNHART BROTHERS & SPINDLER—See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE—See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

**Perforators.**

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

**Photoengravers' Machinery and Supplies.**

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

**Photoengravers' Metal, Chemicals and Supplies.**

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 805 Flatiron bldg., New York city; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

**Photoengravers' Screens.**

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa.

**Presses.**

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE—See Typefounders.

**Printers' Rollers and Roller Composition.**

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas city; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories Bldg., Springfield, Ohio.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 131 Colvin st., Baltimore, Md.; 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

**Allied Firm:**

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

**Printers' Steel Equipment.**

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE, originators and manufacturers of steel equipment for complete printing-plants. See Typefounders.

**Printers' Supplies.**

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE—See Typefounders.

**Printing Machinery, Rebuilt.**

BARNHART BROTHERS & SPINDLER—See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE—See Typefounders.

**Printing Machinery, Secondhand.**

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE—See Typefounders.

**Printing Material.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE—See Typefounders.

**Punching Machines.**

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE—See Typefounders.

**Rebuilt Printing-Presses.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

GOLDING MFG. CO., Franklin, Mass. All makes. Big values.

**Roughing Machines.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Static Neutralizers.**

THOMPSON STATIC NEUTRALIZER eliminates electricity in paper. Sole manufacturer K. K. Dispeller. 223 W. Erie st., Chicago.

**Stereotyping Outfits.**

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat; also easy engraving method costing only \$3 with materials, by which engraved plates are cast in steel metal from drawings on cardboard.

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job-press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHS, 240 E. 33d st., New York.

**Typecasting Machines.**

THOMPSON TYPE MACHINE CO., the Thompson typecaster, 223 W. Erie st., Chicago; 38 Park row, New York.

**Typefounders.**

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1320 E. Franklin st.; Atlanta, 24 S. Forsyth st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 S. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 23 S. 9th st.; Chicago, 210 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st.; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Winnipeg, Can., 175 McDermot av.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE. Type, borders, brass rule, printing machinery and printers' supplies. Address our nearest house. Philadelphia, 9th and Spruce sts.; New York, Lafayette and Howard sts.; Chicago, 1108 South Wabash av.; San Francisco, 762 Mission st.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

LET US estimate on your type requirements. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

**Wire-Stitchers.**

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle,  $\frac{1}{4}$  to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Wood Goods.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**IMPRINT SLUGS**

Cast from matrix slides of our make, are silent salesmen working for you wherever the printed matter goes. Cast them so cheaply in your own office that their cost is insignificant. We also make matrix slides to cast any face of type, design or border on slug-casting machines. Send for circulars.

**IMPRINT MATRIX COMPANY, Charlotte, N. C.**

WALTER N. BRUNT PRESS, S. F. NATIONAL LACE CO., NASHVILLE, TENN. TELEGRAM, CLARKSBURG, W. VA. MITCHELL PUB. CO., MITCHELL, S. DAK. E. M. CLARKE & BRO., MEMPHIS E. A. WRIGHT COMPANY, PHILA. GEO. O. BARNARD STA. CO., ST. LOUIS KELLY CO., MFRS., SALT LAKE MIRROR PTG. CO., ALTOONA, PA. THE WINDERMERE PRESS, CHICAGO

**CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY**

Do not discard your Campbell Presses. We supply parts promptly for all the different styles and are sole owners of the shop rights. We carry all the original drawings and patterns and a large stock.

Works: Brooklyn, N. Y. New York Office: Pulitzer Building

Avoid delay when needing repairs by sending orders direct to office.

**LEARN ADVERTISING**

MAKE \$5,000.00 A YEAR  
Write for "Free Personal Analysis Blank." If our Vocational Director will accept you, then you can succeed in advertising. Ten practical business men will teach you the underlying principles of this profession. They can save you ten years' time. You learn by doing. Write for booklet, "Poverty to \$10,000.00 a Year," and "Free Personal Analysis Blank."

GEORGE WASHINGTON INSTITUTE  
(Successors to Bryant & Stratton School of Advertising) 2241 Bryant & Stratton Bldg., Chicago

**Quality-Service**  
**DESIGNS - PHOTO-ENGRAVINGS**  
in ONE or MORE COLORS  
for CATALOGUES, ADVERTISEMENTS or any other purpose.  
**GATCHEL & MANNING**  
SIXTH AND CHESTNUT STREETS  
PHILADELPHIA  
H. A. GATCHEL  
PRESIDENT  
C. A. STINSON  
VICE PRESIDENT

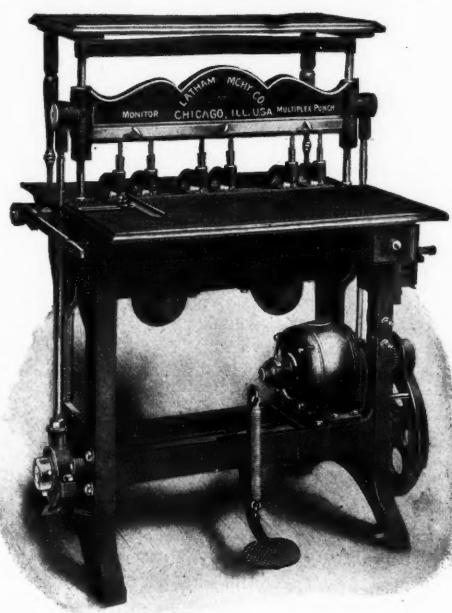
**PIONEER PAPER STOCK COMPANY**

PACKERS AND DEALERS IN

**PAPER STOCK**

\*Phone: Superior 3565 448 W. Ohio St., CHICAGO, U. S. A.

# Latham's MONITOR Multiplex Punch



When buying  
a punching machine

don't overlook the fact that the cost of the machine itself is much less than the cost of the various style punching members you will eventually buy. Therefore, a machine which is not mechanically correct, and which does not drive the punches, as they should be, nor with the proper force, will eat up your profits by ruining expensive punches and dies.

**Latham Machinery Co.**

NEW YORK  
45 Lafayette St.

Ann and Fulton Streets  
CHICAGO, ILL.

BOSTON  
130 Pearl St.



## How Push Button Control Motors Lower the Cost of Production

Many different sizes and grades of stock are printed in your pressroom each day. Some are harder to feed than others. If the speed of the press is too slow, production lags; if the speed is too high, production also lags because of the waste—and there's the attendant loss of stock that makes it all the worse.

With ordinary drum type or face control your speeds are limited, the right speed, where maximum production is secured with minimum of waste, is seldom if ever obtained.

**49 variations of speed are obtained with the  Push Button Control Motor**

With **A-K** equipment you can speed your presses up to the right notch, where the highest possible production is obtained with the smallest amount of wasted energy and stock. That's efficiency in electrical power and control, and it's all done by a push of the button or a turn of the switch at the pressman's elbow.

*Best of all*

**THE MOTOR**



1 1/2 to 6 H.P. TYPE  
**THE CONTROL**

**The Cost of This Modern Push Button Control and Motor Equipment is LESS Than the Old Drum or Face Type of Control**

No reason now for hesitating to install what you have wanted all along, but which, because of excessive first cost, you have felt you could not afford. Write us for full descriptive literature, prices, etc.

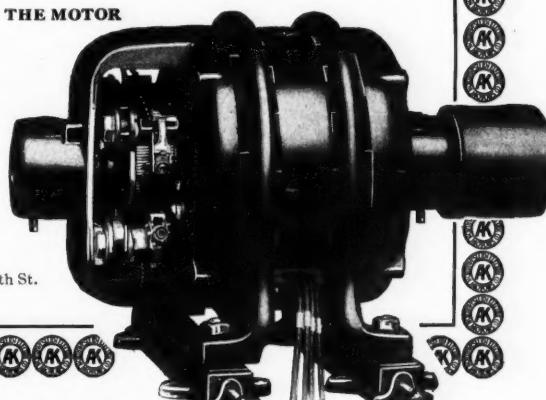
**Northwestern Electric Co.**

408-416 South Hoyne Ave., Chicago, U. S. A.

Kansas City, Mo., 501 Walther  
Topeka, Kan., 425 Jackson  
Toronto, 308 Tyrrell Building, 95 King St. E.

New York, 1457 Broadway

Minneapolis, 8 N. Sixth St.



*Please Mention THE INLAND PRINTER When Writing to Advertisers.*

A CUE FOR  
INK TROUBLES  
USE  
LUSTRE-  
TONE

but you can avoid a lot of trouble by having the emergency cure at hand. LUSTRETON is the ideal paste compound, both neutral and transparent, for the prevention of picking and caking, and to insure a surface setting. It is invaluable in over print color work, because it insures a soft finish for "yellows and reds," thereby causing a clean, sharp impression of colors. - - USE LUSTRE SET FOR OFFSET.  
Lustretone, 50c per lb. LUSTRE CHEMICAL COMPANY Lustre Set, \$1.50 per lb.  
5 SYLVAN COURT J. B. McGEARY, Manager NEW YORK, N. Y.

THE ROGERS LOCKING QUOIN CANNOT  
WORK LOOSE  
DELIVERED IN U.S.A.  
\$1.75  
PER DOZ.  
E.B. ROGERS. 22 FOUNTAIN ST., ORANGE, MASS.

There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The  
J. F. W. Dorman Co.  
Baltimore, Md., U. S. A.

We cater to the Printing Trade in making the most up-to-date line of

**Pencil and Pen  
Carbons**  
for any *Carbon Copy* work.

Also all Supplies for Printing  
Form Letters

**MITTAG & VOLGER, Inc.**  
PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

**A Clever Printer**



TURNS  
WASTE TO  
PROFIT

You can  
accomplish  
this  
at least cost  
with a

**Sullivan  
Hand-Baling  
Press**

Booklet 64-AF

**Sullivan Machinery Co.**  
New York Boston Chicago

**INKS ARE NOT FOOL PROOF**

The Best in the World—that's the kind we make. Lower prices than any other foundry or dealer. Write for specimens.  
PHILADELPHIA PRINTERS' SUPPLY COMPANY  
14 South Fifth Street Philadelphia, Pa.

**TYPE**

**TYPE**

**TYPE**

Easily Pulled with Tweezers. Pat'd Oct. 25, 1910.  
SAVE one-fourth in weight—25 per cent in cost.  
SAVE time and labor—can be pulled out at a minimum of time and effort—no need to melt or re-melt.  
Why buy solid quads with a needless amount of high-priced metal?  
You would buy melted metal furniture—would you? Then why buy smaller units of the same thing?

**BUY ECONOMY QUADS  
They're Hollow**

Easily Pulled with Tweezers. Pat'd Oct. 25, 1910.  
SAVE one-fourth in weight—25 per cent in cost.  
SAVE time and labor—can be pulled out at a minimum of time and effort—no need to melt or re-melt.  
Why buy solid quads with a needless amount of high-priced metal?  
You would buy melted metal furniture—would you? Then why buy smaller units of the same thing?

**GlobeType Foundry**  
958 W. Harrison St., CHICAGO

**Blomgren Bros. & Co.**

DESIGNERS  
GRAVERS  
ELECTROTYPEERS

512 SHERMAN ST. CHICAGO

**JUERGENS BROS. CO.**

DESIGNERS  
GRAVERS  
ELECTROTYPEERS  
166 W. Adams St. Chicago

**Manz Engraving Co.**

Chicago

Main Office and Works: 4015 Ravenswood Ave.  
Sales Office: 564 Peoples Gas Bldg.  
Specialties: Lead mold steel-face electrotype; color plates in Ben Day process; color plates in three-color process; color plates in quadruple-color process. Artists and designers for illustrations and covers. Half-tones and zinc etchings of quality. Correspondence solicited.



**Illinois**

**Electrotype Co.**

Electrotypers Nickeltypers

Designers Engravers

314-318 South Canal Street, Chicago

Phones: Harrison 1000. Automatic 52964.

**MEN WORK FASTER**

and accomplish more using a  
**REVOLATOR**  
(Reg. U. S. Pat. Office)

This machine eliminates the drudgery connected with lifting heavy cases or rolls of paper. Also, it enables you to increase your productive time from 50 to 200 per cent, as with a Revolator you can stack clear up to the ceiling, and wide aisles are unnecessary.

Write for Booklet 136  
New York Revolving  
Portable Elevator Co.  
351 Garfield Ave.  
Jersey City, N. J.

**METALS**

Linotype, Monotype,  
Stereotype  
Special Mixtures

**QUALITY**

First, Last and All the Time

**E.W. Blatchford Co.**

230 N. Clinton St. World Building  
Chicago New York

**Buy the  
Automatic  
PRESS**

Make 80 to 90%  
on card-printing jobs

This prints and feeds  
Automatically 100 a  
minute, 6000 an hour

Any size or style  
of cards from  $\frac{1}{2}$  x  
2 in. up to  $3\frac{1}{2}$  x  
5 in. and no other  
PRESS at any  
price can do better work.

Send for our free booklet, or get it from your dealer.  
**S. B. FEUERSTEIN & CO.**  
Manufacturers 542 Jackson Blvd., Chicago

# Howard Bond

The Commercial Quality Bond Paper whose strength does not yield to any competitive grade

# HOWARD BOND

WATERMARKED

Tear It  
Compare It  
Test It  
and you will  
always  
Specify It



Complete stock in  
WHITE and COLORS  
ready for immediate  
distribution.

SAMPLE BOOK  
sent upon request.



THE brilliancy of its pure white shade is acquired in the process of manufacture by the use of water which has been filtered through Nature's everlasting sieve. The firmness of HOWARD BOND is made possible by using the world's best and most carefully selected sulphite of definite quality and uniformity.

Favor us by making an every-angle comparison with higher priced Bond papers and the decision will be that you insist that your stationery requirements shall always be on the paper that has impressed the office forces of America with its great value.

*Manufactured by*

THE HOWARD PAPER COMPANY  
URBANA, OHIO



PARSONS  
HOLYOKE, U.S.A.

*"And bring some samples  
of good letterheads"*

THAT request need not puzzle you if you have a copy of the "Parsons Handbook of Letterheadings."

For in it is a selection of some of the finest letterheadings produced in America. And because they are printed on Parsons Old Hampden Bond you can be sure that the paper will meet the approval of the most critical buyer.

The Handbook gives all the principles of layout, type selection, and color scheme. Illustrated by practical diagrams. Written by Mr. Henry L. Johnson, one of the foremost type experts.

*How to get it:* For a limited time we will send one copy, free of charge, to the proprietor of any printing, lithographing or stationery firm. To all others, 50c postpaid.

Parsons Paper Company Box 44 Holyoke, Mass.

**PARSONS** has created  
this helpful book  
for you



*"Where  
Electrotyping  
Is a Fine Art"*

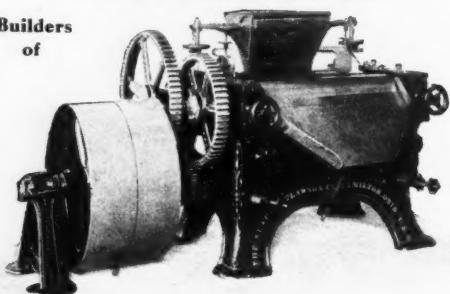
### THE SEAL OF GOOD ELECTROTYPE

that give the maximum  
wear and require the  
minimum make-ready.

Lead Mould Electro-type Foundry, Inc.  
504 West 24th St., New York

### THE BLACK-CLAWSON CO. HAMILTON, OHIO, U. S. A.

Builders  
of



### INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes—6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches

With or without Hoppers. Solid or water-cooled Rolls

Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating  
Machinery and Special Machinery

### A Modern Monthly— All About PAPER



THE PAPER DEALER  
gives the wanted information on the general and technical subject of

### Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout forty-five States. Also Canada and foreign countries.

### THIS SPECIAL OFFER

Covers 1917-1918 at the very special rate of \$1.00 instead of \$2.00. This is an opportunity worth while. Proves an investment, not an expense, to printers.

### The PAPER DEALER 186 NORTH LA SALLE STREET, CHICAGO

### STEEL CHASES

Send for quotations and "SLEDGE HAMMER TEST" descriptive circular. It tells the story.

AMERICAN STEEL CHASE COMPANY

38 Park Row, New York, N. Y.

## \$200 Buys Poates' Atlas of the World AND GIVES ONE DOLLAR TO WAR RELIEF

This handsome leather bound Atlas is being sold by Miss Pauline L. Diver to assist the American Red Star Animal Relief. One dollar of every sale goes to rescue the horses and mules used on the battle front—a definite aid to the U. S. in conducting the war. You are asked to give nothing. Simply buy an Atlas at the regular price of \$2, and you will be doing your share. On all December orders I will furnish gratis a Mercator World, 22x17, in five colors, and a War Map, 15x16, of Europe, in four colors. Make checks payable to PAULINE L. DIVER, Marvel Specialties Co., 22 N. William St., New York City.

## EMBOSSOGRAPHY

TRADE MARK

The art of producing embossed or engraved effects without the use of dies or plates, as fast as ordinary printing.

Complete Outfit from \$60.00 up. Embossing Powder, \$2.00 per lb.

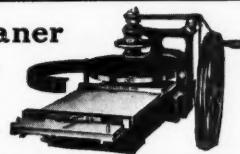
EMBOSSOGRAPH PROCESS CO., Inc.  
251 William Street - - - - - New York City

### Type-Hi Disc Planer

Built expressly for Printers,  
Photoengravers, Electrotypers and  
Flat-Box Stereotypers

Manufactured by

Type-Hi Mfg. Company, Inc.  
Syracuse, N.Y., U.S.A.



**"ROUGHING"** Let us handle the occasional job of this character for you. Three and four color half-tone illustrations, gold-bronze printing and high-grade work of every character is improved by giving it this stippled effect. All orders entrusted to us are given prompt attention. Charges reasonable—prices on application. Write us your needs in this line.

The Henry O. Shepard Co. 632 SHERMAN ST.  
CHICAGO, ILL.



**B. A. Wesche Electric Co.**  
327 E. Sixth St., Cincinnati, Ohio.

Manufacturers of Direct and Alternating Current Variable Speed Motors for all kinds of printing presses. Constant Speed Motors for paper cutters, etc.

Write for Information and Prices.

### New and Rebuilt Printing Machinery

Printers' Supplies Job Presses Folding Machines  
Paper Cutters Electric Welding Cylinder Presses

R. W. HARTNETT CO., 402-4-6 Race St.  
Philadelphia, Pa.



### Redington Counters

Accurate, Large Figures  
All Steel :: Easy to Set  
For Sale by All Dealers. Price \$5, U.S.A.

F. B. REDINGTON CO., 112 South Sangamon Street, CHICAGO

## KEYBOARD PAPER

for the MONOTYPE MACHINE

COLONIAL COMPANY, Mechanic Falls, Me.  
New York Office: 320 Fifth Avenue

## ADD TO YOUR PROFITS

By Taking Orders for Bonds

Write for particulars to

ALBERT B. KING & COMPANY, Inc.  
Bond Specialists  
206 BROADWAY, NEW YORK

## Fine Engraved Christmas Cards

Buy Direct from the Manufacturer

Early Selection Advisable—Write for Samples.

HARRY W. KING, Greeting Card Manufacturer  
312 CHERRY STREET, PHILADELPHIA, PA.

## Cent-A-Post

(Auto-Lock)

## ENVELOPES

For Circular Use!

BEST MADE  
PRICE LOW

J. WEST, Mfr., 301-303 Adams St., BROOKLYN, N.Y.

## Steel Die Stamping—Plate Printing

Wedding, Social and Business Stationery

## IMPERIAL ENGRAVING CO.

Steel and Copper Plate Engravers

628-630 Chestnut Street Philadelphia, Pa.

## EMBOSSING IS EASY

If you use STEWART'S EMBOSSED BOARD  
Simple, economical, durable

Sheets, 6x9 inches \$1.00 a Dozen, postpaid

THE INLAND PRINTER COMPANY  
632 Sherman Street, CHICAGO

## WHILE-U-WAIT

### Rubber Stamp Making Outfits

Require only eight minutes to make rubber stamps. Will also make HARD RUBBER STEREOTYPES for printing. A few dollars buys complete outfit. Send for catalogue.

THE BARTON MFG. CO., 89 Duane St., New York City

## The "New Era" Multi-Process Press

Fastest Flat Bed and Platen Press on the Market

Can be assembled to print in any number of colors on one or both sides of stock. Uses type or flat plates. Automatic Roll Feed. Great variety of operations. Once through the press completes job. Ask us to-day for literature and samples.

Built by THE REGINA COMPANY  
217 Marbridge Building, 47 West 34th Street, New York City



## The Productimeter

has made unfailing accuracy in counting production a possibility for any printing plant. Will pay for itself in a short time.

Let us send you one on 30 days' free trial. Attachments for any platen press.

Write for new catalog No. 41  
Durant Manufacturing Co., Milwaukee

## CARBON BLACK

MADE BY

**GODFREY L. CABOT, Boston, Mass.**  
940-942 Old South Building

ELF AUK (PN) ELF B. B. B. VULCAN MONARCH KAIISTA

## POLLOCK'S NEWS

You can reach 2,400 Editors and Publishers in the Northwest—the wide-awake ones—every month with your selling message, through the columns of Pollock's News. Send for sample and rate card. 710 TEMPLE COURT, MINNEAPOLIS



## We Think Every Progressive Printing House Should Use Old Hampshire Bond For Their Stationery

It is not without considerable thought that we are willing to make this statement in such a positive way. While we realize that some men may see nothing here beyond a plan to sell our own products, there surely will be a greater number recognize the soundness of our reasons.

We do not think that anyone will dispute the claim that Old Hampshire Bond stands today as the best known paper of quality that is in general use. While there are several papers advertised on the basis of price, it is a grave question whether or not the printer can afford to recommend, particularly by his own use, papers that are being offered to the general public on the price competition idea.

### Old Hampshire Bond

is today the only paper that is being consistently advertised on the basis of quality. Old Hampshire Bond advertising, to be successful, must first convince the prospect of the false economy of buying purely on the basis of price.

It seems to us as if the printer who uses Old Hampshire Bond is backing up our quality arguments against those arguments that foster the desire to buy from the lowest bidder.

We believe Old Hampshire Bond is really the only consistent paper that can be used by the printer who is building his business along the newer lines of merchandising.

We wish that you would think this matter over in a fair-minded way, and if you think we are right let us send you a package of sample sheets for proofs on your new letter-heads.

### HAMPSHIRE PAPER COMPANY

*We are the Only Paper Makers in the World Making Bond Paper Exclusively*

SOUTH HADLEY FALLS, MASSACHUSETTS

# Merry Christmas

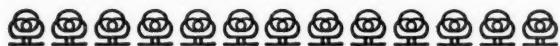
To our printer friends. May you not have any knife troubles to mar the enjoyment of the season.

THE L. & I. J. WHITE CO., Quality Knives, 33 Columbia St., Buffalo, N. Y.

Glimpse here our new and original Parsons Series—the first face of a new type family  
Write for specimens

Barnhart Brothers & Spindler

Chicago Washington Dallas Saint Louis  
Kansas City Omaha Saint Paul Seattle



*If You Want to Build a Trade With the French Printers, Send Your Catalogues and Terms to the*

**FONDERIE CASLON**  
(Paris Branch)

*The Leading Importers of*

**American Machinery**

*For the French Printing Trade*

Shipping Agents: The American Express Company

Fonderie Caslon, 13 Rue Sainte Cecile, Paris.

**Printers—**

If you want to produce

**Highest Quality  
Printing  
at Least Cost**

use

**HUBER'S  
PRINTING  
INKS**

**J. M. HUBER** 732 Federal Street

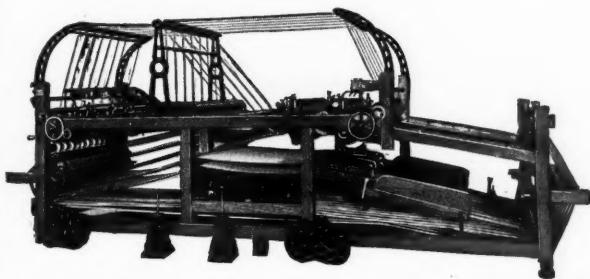
CHICAGO JOHN MIEHLE, Jr., Mgr.

NEW YORK  
ST. LOUIS

BOSTON  
SAN FRANCISCO

PHILADELPHIA  
OMAHA  
BALTIMORE  
CINCINNATI

## This Low-Deck, Two-Side Ruling Machine



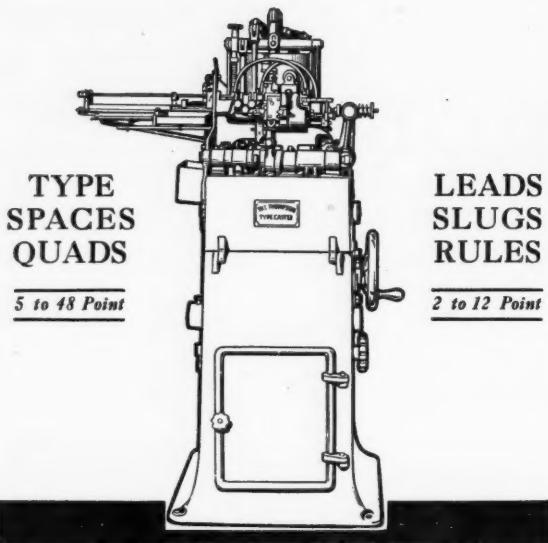
is for both striking and feint-line—can be changed from striker to feint-line quickly—a most complete proposition.

Note illustration showing details of construction.

Unlike others, any make self-feeder can be attached.

Write for our new illustrated catalogue and price-list.

**F. E. AND B. A. DEWEY**  
SPRINGFIELD, MASS.



## World-Wide Approval

### The Thompson Typecaster

Because of its *Simplicity*, *Accuracy*, and *Economy*, has been adopted by printers, publishers and typefounders in all parts of the globe.

### Repeat orders prove satisfaction

In addition to the *One Hundred Daily Newspapers* now using the Thompson Typecaster and an equally large number of Book and Job Printers, machines are in use in the following foreign countries:

Australia	Holland
Brazil	India
Canada	Italy
Chile	Jamaica
China	Japan
Cuba	Java
England	Mexico
Germany	South Africa

*Costs \$500 less than any other machine and does more.*

**Thompson Type Machine Co.**

223 West Erie Street  
CHICAGO

38 Park Row  
NEW YORK

### *A Case of Efficiency*

Appearance of Our Neat Cards in Case



A neatly printed card may be just as effective as an engraved card. It is the condition of the card when it is presented that makes for or against its usefulness.

#### PEERLESS PATENT BOOK FORM CARDS

may be printed or engraved, and in either case be highly effective. They always have the essential feature in cards namely, **Cleanliness**—because they are bound in books of twenty-five, with tissue paper between each card, and the book carried in a neat leather case; **Convenience**—because being in a case by themselves you do not have to search through half a dozen pockets before finding one; **Smoothness**—because being bound, they can not crumple or break; and our patent process permits detachment without having a rough edge; **Economy**—because every card is available for use, and none need be thrown away for any cause. A request will bring you a sample tab of the cards, together with information as to how you can furnish these cards to your present customers, and get the patronage of the best of the new ones. Write to-day.

**The John B. Wiggins Co.** Established 1857  
Engravers, Plate Printers, Die Embossers, 1104 S. Wabash Ave., CHICAGO

## A Concise Manual of Platen Presswork

By F. W. THOMAS

A complete treatise covering all the essentials of the theory and practice of Platen Presswork. Contents: Bearers, Care of the Press, Distribution, Feeding, General Remarks, Impression, Ink, Overlay, Rollers, Setting the Feed Gauges, Special Troubles, Tympan, Underlaying. Price, 25 cents. Postage 5 cents extra.

THE INLAND PRINTER COMPANY  
632 Sherman St., Chicago

# Found!

### A Real Copy-Fitting System

THE DEINZER SYSTEM  
"Makes the space fit the copy and the copy fit the space."

TAKES THE CHANCE OUT OF DETERMINING the space a given amount of copy will fill in any given size or style of type. Saves time wasted in composition by eliminating resetting on Linotype and Monotype or by Hand.

Equally as Valuable and Essential to Advertising Writers and Layout Men

Send for FREE descriptive folder. It tells you all the many ways in which it can save you time, trouble and money. You can easily save its cost on one small job.

*Write today*

**THE INLAND PRINTER**  
632 Sherman Street, Chicago



American Model 30

**AMERICAN MODELS 30 & 31**  
**WORLD-STANDARD TYPE-HIGH**  
**NUMBERING MACHINES**

5 Wheels **\$7<sup>00</sup>**      6 Wheels **\$8<sup>00</sup>**

In stock and for sale by dealers everywhere

**AMERICAN NUMBERING MACHINE CO.**

Brooklyn, N. Y. .... 224-226 Shepherd Avenue  
 Chicago, Ill. .... 123 West Madison Street  
 Manchester, England .... 2 Cooper Street

Specify AMERICAN when ordering



**System of Automatic Temperature Control**

LINOTYPE   MONOTYPE   STEROTYPE   MATRIX TABLE

**The efficiency of your entire plant is in direct ratio to the equipment you employ.**

No obsolete machine or instrument can compete successfully with the up-to-date equipment used for a like purpose.

The skill of your operators is in direct ratio to their environment as it exists in your plant. The essentials of this environment are not the wall decorations or the lighting effects. The essentials deal directly with the up-to-dateness of the equipment and routine methods you employ.

If you think we can not increase the efficiency of your plant by the means we employ, you are mistaken and if you raise the question with us, you will know why.

*We guarantee the equipment we furnish and service we render. . . We invite your bona-fide inquiries.*

**H. E. GILBERT CO., Inc.**  
 50 Church Street, New York, N. Y.



**"THE CHOICE OF THE GREATEST INDUSTRIES"**



Champion Coated Paper Co., American Writing Paper Co., Eastern Mfg. Co., L. L. Brown Paper Co., Ford, Cadillac, Studebaker, Peerless Motor Car Co., Winton, Chandler, Goodyear Tire & Rubber Co., American Tool Works, Continental Motors Co., and hundreds like them—the best authorities in the country on equipment have made Stuebing Trucks THEIR CHOICE.

Stack your goods on inexpensive platforms—back the Stuebing under—and your material is on the move. Speed—ease of operation and you save the wages of one to four men.

Write for the book, "SYSTEM IN TRUCKING."

**THE STUEBING TRUCK COMPANY**  
 CINCINNATI, OHIO

# PROPOSALS

are invited for the printing and furnishing of all blanks and printed matter, other than our official publication, to be used by this society during the coming year; also for the furnishing of lodge regalia, pins, etc., for the year 1918. Detailed information with specifications and conditions will be furnished on application. Bids will be opened in February, 1918.

**SUPREME FOREST WOODMEN CIRCLE,**

EMMA B. MANCHESTER, *Supreme Guardian.*  
 DORA ALEXANDER, *Supreme Clerk.*

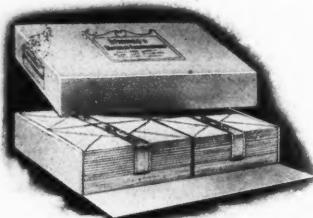
# Whiting's Business Announcements

## *A Comprehensive Line for Printers*

This line embraces more than seventy-five numbers, thus offering an assortment of papers and cards suitable for a variety of uses, such as correspondence paper or

wedding invitations, removal notices, business announcements, circulars, etc. They are put up in cabinets containing 108 sheets and envelopes or 110 cards and envelopes and are sold in any quantity from one cabinet upward.

We carry every number in stock and can make shipment same day an order is received. Sample Book and full information mailed upon request.

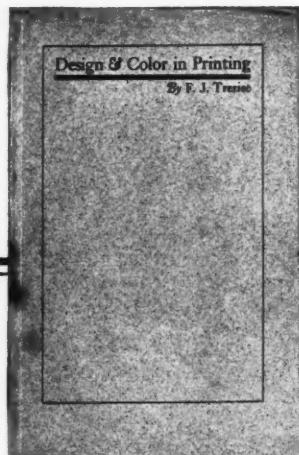


### WHITING PAPER COMPANY

Fourteenth St. and Seventh Ave.

NEW YORK

Mills at Holyoke, Massachusetts



← *this \$1 book*

is a thorough treatise on the principles of design and color as applied to typographical design

It is invaluable to the ambitious compositor who is desirous of improving the quality of his work

It gives him plainly and concisely the fundamentals by which the quality—the correctness or incorrectness of work—is constructively determined. It gives him "reasons." He can know "why" his work is good, and explain it; or "why" it is bad, and improve it. Entire courses of instruction in printing, costing many times the price of this work, are based on the same principles which are so fully explained and illustrated in this \$1 book. Why should you pay more?

***Know "WHY" and you'll know "HOW"***

Mail the coupon TODAY and feel sure of yourself forevermore

**THE INLAND PRINTER COMPANY**  
632 Sherman Street, Chicago, Ill.

Book Department  
THE INLAND PRINTER COMPANY  
632 Sherman St., Chicago, Ill.

Here's my dollar; send the book to

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## Announcement

# BERMINGHAM & SEAMAN CO.

Announce a change of the  
firm name to

# SEAMAN PAPER COMPANY

*As applying to the entire organization  
and all offices*

---

The firm of Bermingham & Seaman Co.  
was founded in 1902. The principal  
owners and officers at that time were

GEORGE M. SEAMAN  
JOSEPH B. SEAMAN  
L. H. BIGELOW

T. C. BERMINGHAM  
C. W. SHERMAN  
GEO. D. JONES

The ownership, officers and directors of the Seaman  
Paper Company are identical with those of the  
Bermingham & Seaman Co., with the exception of  
the interests of T. C. Bermingham, deceased, which  
have been absorbed by the other principal owners.

---

Chicago: Continental & Commercial National Bank Building

New York: 200 Fifth Avenue

MILWAUKEE  
BUFFALO

PHILADELPHIA  
DETROIT

MINNEAPOLIS  
ST. LOUIS

# Princess Cover Paper

Adds Life and Looks to Catalogs and Booklets

## The Printer Knows!

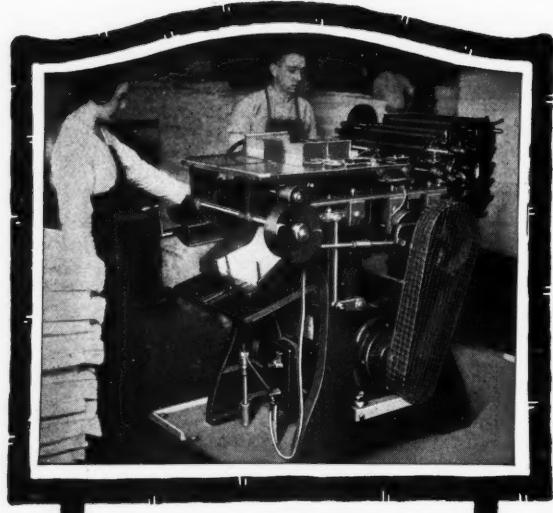
Every printer, from the man who sells the catalog or booklet down to the man who feeds it into the press, knows the difference between **Princess Covers** and the ordinary cover stock. **Princess** feels different; its tough, firm fibre is unique and practically indestructible. The strongest punch of the embossing die will not crack or tear it. **Princess** prints better than most cover stocks, taking clean, clear impressions.

**Princess Covers** are so decorative in themselves that elaborate treatment is superfluous. The rich texture and beautiful tones require only the simplest of color and die work to obtain distinctively handsome effects.

Made in White, Black and eleven unusual and rich colors; in both Plate and Antique finishes.

*Send for our convenient new **Princess Sample Book**. We'll include the latest copy of **XTRA**, that unusual house-organ.*

**C. H. DEXTER & SONS, INC.**  
WINDSOR LOCKS, CONN.



## Speed and Profit

This S. & S. High-Speed Rotary Press makes a clean profit on every job you feed it. It delivers at a guaranteed speed of 7,000 to 8,000 impressions an hour. It makes money on jobs now generally done at a loss or on a very small margin.

The press is quickly prepared for action. Adjustments are simple and the operation automatic. The work is always in sight. The sheets are delivered right side up and perfectly jogged underneath the feeding table.

## Stokes & Smith Rotary Press

is extremely rigid and is built for long life and hard service. It will easily earn its price by enabling you to get competitive business that you couldn't reach without it. It is ideal for the general run of commercial printing such as tags, labels, letter-heads, envelopes and general job-work of wide range. The press is a marvel of convenience and efficiency—compact, smooth-running and a wonder for capacity.

*Write to-day for catalog and full information.  
No obligation, of course.*

**Stokes & Smith Company**  
Northeast Boulevard, Philadelphia, Pa.  
London Office, 23 Goswell Road

## NASHUA INDIAN BRAND GUMMED PAPER

Prints Well—Seals Securely

A gummed paper that satisfies both the printer and his customer—that's Indian Brand Gummed Paper.

Made to print, Indian Brand takes clean, brilliant impressions in any number of inks. It runs through the press smoothly and without sticking.

Labels on Indian Brand are attractive to look at, and convenient to use. They are practically non-curling and when properly moistened—but not before—they adhere instantly and firmly.

Indian Brand Gummed Paper is Reliable.

*Generous test sheets free. Prove out this remarkable stock on your own press.*

**Nashua Gummed & Coated Paper Co.**  
Nashua, New Hampshire

ACCURACY & EXCELLENCE

## Ammunition

**I**F the ammunition is defective the battle will surely be lost. ¶ Engravings are part of the advertiser's ammunition used in the battle for trade. ¶ You can depend on us to supply you with the right quality of engravings to help make your advertising successful. ☺ ☺ Write us for samples.

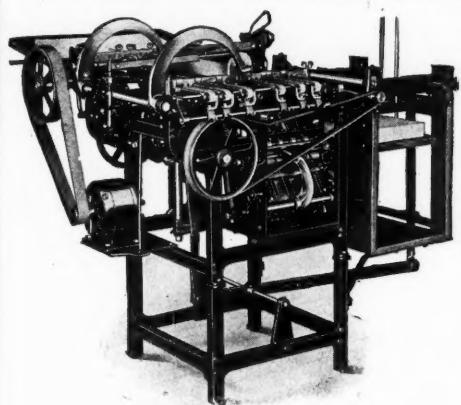
**PHOTO-CHROMOTYPE ENGRAVING CO.**

**920 RACE STREET**

**PHILADELPHIA, PA.**

## The Ideal Folder for the Small Work of the Average Job Printing Office

*Folds covers, leaflets, letters, 8-page book sections, in addition to various layouts of circulars, etc.*



### **THE MENTGES LETTER AND CIRCULAR FOLDING MACHINE**

A folding machine with a range of work so flexible that it may be kept busy ALL THE TIME.

The No. 2 style, illustrated here, very economically handles the small work of the large offices, and is equally profitable in the small offices. An investment, not an expense.

From the standpoint of effective service rendered, this machine embodies much more real value, price considered, than procurable elsewhere.

Our "trial before purchase" plan eliminates the doubt. You know exactly what it will do in your own plant. The machine must sell itself, after installed, on its own individual merits.

*Let us send you particulars and specifications.*

**MENTGES FOLDER CO., Sidney, Ohio, U. S. A.**

# Guaranteed Flat

*This trade-mark label means a lot to the printer!*



You know that you are getting Ideal Brands, regardless of private marks, when you see our label which is on every package of gummed paper leaving our factory. *Insist on seeing it!*

## IDEAL COATED PAPER CO.

*Mills and Main Office, BROOKFIELD, MASS.*

CHICAGO

NEW YORK

CINCINNATI

# Westinghouse

Junior Autoplate Machine  
driven by 7½ H.P. Westinghouse  
Type SK Motor, 1150 R.P.M.  
New York Evening Mail.

## Motor Drive

That individual, direct motor-drive is superior to belt-drive, is amply demonstrated by the fact that it is almost invariably employed in new plants and that it is rapidly displacing line-shafting and belts in old plants. *This would not be the case if results did not warrant it.*

**Now is the time to electrify**, and remember that no company has given greater, or more careful, consideration than Westinghouse to printing and its allied applications.

Out of the many thousand different sizes and types of Westinghouse Motors, there is one exactly suited to your requirements.

Westinghouse Electric &  
Manufacturing Co.  
East Pittsburgh, Pa.



**BYRON  
WESTON CO.  
LINEN RECORD**

**(B W)**

You Can  
Feel the Byron Weston Quality

The tough, firm texture and smooth surface of Byron Weston Co. Linen Ledger Papers tell the whole story of their durability and wear resisting qualities. Celebrated for perfection of finish and practically indestructible "body", Byron Weston Ledger Papers have long been the standard of quality in offices where permanent, unquestionably reliable and legible records are a necessity.

*Users of B. W. Papers are customers worth cultivating.*

Send for convenient new Price List and the latest RAGS, a booklet on Paper Making in the Berkshires.

**BYRON WESTON COMPANY**  
"The Paper Valley of the Berkshires"  
**DALTON, MASS.**



**Old Shelburne**  
Commended for Commercial  
Stationery

## A Unique Proposition

A glance at **Old Shelburne** will convince you that it is just the paper you want to carry in stock for rush orders and medium-priced jobs. No writing paper made answers such a wide demand. It is in the fullest sense of the term an all-purpose paper.

Low-priced—but not cheap. This explains the advantage of **Old Shelburne** over the usual inexpensive paper. **Old Shelburne** is as carefully made as any high-grade stock. It is loft dried and then hand plated, insuring strength and firmness of texture and a smooth, pleasing surface. It prints easily and effectively.

If you are not yet acquainted with  
**Old Shelburne**, get samples now.

**Price to Printers: 19c per Pound, in Case Lots,  
East of the Mississippi**

**MOUNTAIN MILL PAPER COMPANY**  
Lee, Berkshire County, Massachusetts

## 3,000 IMPRESSIONS PER HOUR

On 10x15 jobs printed two up is  
a fair hand-feed average for the

### GOLDING ART JOBBER

*No automatic feed  
can equal it.*



**STRENGTH**—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centers (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

**DUPLEX DISTRIBUTION**—This means two distinct distributions from two separate points at each impression. The four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

**Treble Distribution**—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

**SPEED**—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

**Strength — Distribution — Speed —  
assures quality production — with Profit.**

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of print-shops.

*Write for a copy of "A Catechism on the  
Golding Jobber."*

**Golding Manufacturing Co.**  
Franklin, Massachusetts

New York, 38 Park Row Chicago, Rand-McNally Bldg.  
GOLDING JOBBERS, CUTTERS, TOOLS, PEARL PRESSES



**The Man who runs  
your Paper Cutting  
Machine**

**H**e is neither printer nor binder. He is an all-important link between. You depend upon him to produce clean, accurately and smoothly cut stock, so it's up to you to help him keep his knives right. He needs in his equipment the

**Carborundum Machine Knife Stone**

It will keep the blades keen and smooth cutting—it will save time and save stock and lessen the need of grinding. It will put an edge on the knives and keep it there, for there is nothing harder, sharper, faster-cutting than Carborundum, the greatest of all sharpening agents.

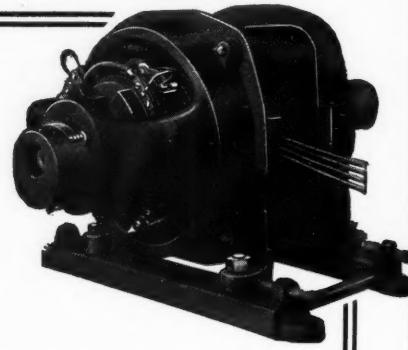
*Carborundum Machine Knife Stones can be had from hardware dealers or direct, \$1.50.*

**The Carborundum Company, Niagara Falls, N. Y.**

New York Chicago Philadelphia Cleveland Cincinnati Pittsburgh Boston Milwaukee Grand Rapids

# Better Press Work— Lower Current Cost—

*With Kimble*  *A. C. Motors*



If you are using, or can get, Alternating Current Electricity, we can cut your power bill away down.

Yes, and increase your output per press, while reducing spoilage.

Kimble Printing-Press Motors give you absolute and flexible control of speeds and reduce the amount of electricity metered every time you reduce the speed of any press below its maximum.

On other motors you consume the maximum amount of electricity all the time, because the only way they can

reduce speeds is by converting part of the current metered into heat.

Just stop to think: How many minutes in any day is any press operated at its maximum speed?

And the other point—that of the personal equation of the feeder. Give him instant and flexible control of speed and you give him a confidence that enables him to work up to and hold high speed without use of the throw-off, or spoilage of stock.

All this is too important to be overlooked another day.

*Write us now, and let us show you how and how much we can cut your costs and increase your output.*

## KIMBLE ELECTRIC COMPANY

635 North Western Avenue, CHICAGO

Price, with Motor, only \$135  
The Junior "BULL DOG"

SAWS AND TRIMS IN ONE OPERATION

Light Running—Noiseless—Belt or Motor Drive—Swivel Mitering  
Micrometer Gauge—Substantial Work-Holding Lock

Every printer needs a trimmer, but the cost of one heretofore has been so high many have felt they could not afford it. All that difficulty is done away with now.

Here's a Trimmer Any  
Printer Can Afford

For catalog, write

JOHN C. BACKERT  
TRIBUNE BUILDING  
NEW YORK, N. Y.



**INCREASE OUTPUT**

on long runs on Flat-Bed Presses with

**THE AUTOMATIC  
PILE DELIVERY**

also on Web Rotary Presses

*Correspondence Solicited.*

**ERIE LAY-BOY CO., Ltd.**  
WESTERLY, R. I.



Went into a composing-room a short time ago and a com-  
positor had a nineteen and a half foot string wrapped on  
a type page for a 5 x 7 book—fact. A 22-inch

**Hancock Type Tie-Up**

did the trick better and quicker.

They are using 800 of them now.  
Literature and sample for 10c.

Made and sold by H. H. HANCOCK, Lynn, Mass.

**The Robert Dick Mailer**

Combines the three great essentials to the publisher:  
**SPEED — SIMPLICITY — DURABILITY**

*Read what one of the many users has to say.*

The Waco Times-Herald,  
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,  
139 W. Tupper St., Buffalo, N. Y.  
Gentlemen.—I have been using your patent  
mailer for five years with most satisfactory  
results, and think it is the best and speediest  
machine on the market to-day. My record  
per hour is 6,500, which I think is the best  
record in Texas. Would be pleased to have  
you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,  
Foreman Mailing Dept.  
Manufactured in inch and half inch sizes  
from two to five inches.

*For further information, address*

**Rev. Robert Dick Estate, 139 W. Tupper St.**  
Buffalo, New York

New Lithographic Text-Book:

**OFFSET LITHOGRAPHY**

*By* WARREN C. BROWNE

A text-book of 200 pages of information written in plain English, avoiding involved technical terms; easily read and understood by apprentices and students of lithography.

THIS BOOK EMBRACES ALSO COMPREHENSIVE TREATISES ON  
**PHOTO-LITHOGRAPHY AND TIN-PLATE DECORATION**

Sent on receipt of price, \$3.00

PUBLISHED BY  
**THE NATIONAL LITHOGRAPHER PUB. CO.**  
150 NASSAU STREET, NEW YORK

**Wing-Horton Mailers**

*Are Still in Demand*

Really we are almost too busy filling  
orders to afford the time to say so.  
We, however, have a circular giving  
full particulars which will be gladly  
sent for the asking.

**CHAUNCEY WING, Manufacturer**  
GREENFIELD, MASSACHUSETTS

**ELECTROTYPE**

Quality

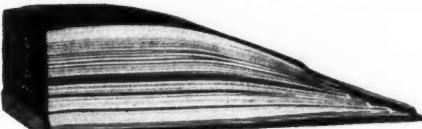
Service

**DINSE  
PAGE & CO.**

725-733 S. LA SALLE ST.  
CHICAGO

**NICKEL TYPES**

**JAMES WHITE PAPER CO.**



Trade-mark  
Registered U. S. Patent Office

We carry in stock 234 items of **BOOK** and 1488 items  
of **COVER** Papers, and back them with good service.

219 W. MONROE STREET, CHICAGO

Printers, we make and print  
TAGS for your greater profit

*Not to take business and profit from you!*

We furnish tags printed to your order at less cost than you can produce them in your own plant. That means less trouble and more profit to you.

We do not circularize your trade for tag orders at prices which you can not offer, but which, because of our superior specialized equipment, would allow us a nice profit. We give you the advantage of that equipment.

*Better get acquainted with our service*

**DENNEY TAG COMPANY, West Chester, Pa.**

**In Ordering Composing Sticks  
*Remember***

there are many. All, with one exception, have serious faults — they lack that which makes efficiency. IF YOU WANT THE BEST GET

## ★ *The STAR* ★

Its accuracy, reliability, ease of adjustment and other sterling qualities have caused it to be made the standard in most efficiently operated plants.

**DON'T TAKE A CHANCE.** Specify the "STAR" when ordering of your dealer and, if he can not supply you, order direct from

**The STAR TOOL MANUFACTURING COMPANY**  
SPRINGFIELD, OHIO, U. S. A.

The logo for Brook & Rankin Bookbinders. It features a decorative, stylized script for 'Brook & Rankin' with a decorative underline. Below this, the word 'INCORPORATED' is printed in a smaller, bold, sans-serif font. Underneath that, the address '619 SOUTH LA SALLE STREET' and 'CHICAGO, ILLINOIS' is printed in a bold, sans-serif font. A small decorative flourish is centered below the address. At the bottom, the words 'BOOKBINDERS' and 'TO PRINTERS AND PUBLISHERS' are printed in a bold, sans-serif font, separated by a small space.

# Profit-Producing Printing Papers

---

# Horgan's Half-Tone and Photomechanical Processes

By STEPHEN H. HORGAN  
Editor of "Process Engraving" Department of The Inland Printer

# Sell Your Product

to 25,000 Subscribers of  
The American Pressman

# THE H. C. HANSEN TYPE FOUNDRY

An Independent Type Foundry

## COMPLETE PRINTING OFFICE EQUIPMENTS

Manufacturers of  
THE HANSEN COMPLETE  
MITERING MACHINE

Branch at  
535 Pearl St., New York

190-192 Congress Street, Boston, Mass.

## TYPE

Designers & Manufacturers

Send for Circulars of  
Christmas Ornaments

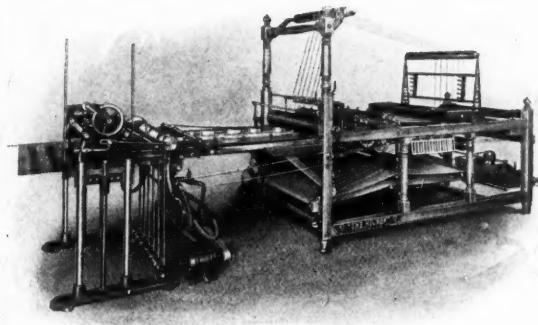
Established 1872

### REPRESENTATIVES WANTED

Opportunity for several live agents  
with financial backing to represent  
us in cities and localities in which  
we are not at present represented.  
Write at once for further particulars.

H. ALFRED HANSEN  
General Manager

GRAPHIC ARTS SERIES GRAYTONE RULE 8-PT. BORDER NO. 1



## HICKOK Automatic Paper Feeder

Why hesitate? The Hickok Feeder is made by a firm with 73 years' experience. It is guaranteed fully and will pay for itself in a year's time or less. Labor is scarce and poor,

*Write for circular and experience others have had  
with the Hickok Feeder.*

THE W. O. HICKOK MFG. CO.

HARRISBURG, PA., U. S. A.

Representatives for Canada:

THE TORONTO TYPE FOUNDRY CO., LTD., Toronto and Montreal.  
NORMAN F. HALL COMPANY, San Francisco, for the Pacific Coast.

## Ticonderoga Pulp & Paper Company

200 FIFTH AVENUE, NEW YORK CITY

Our products are known for their absolute uniformity in every particular.

Unsurpassed for Booklets and Catalogues in  
which either half-tones or line cuts are used.

Specialties: Egg Shell, Special Magazine, English Finish, School Text and Music



## STITCHING WIRE

*Our Sole Product*

Samples and Prices Gladly Furnished

CHICAGO STEEL & WIRE CO.

10200 Torrence Avenue, Chicago

**Names are Important—They mean much!**

When you want "non-curling" gummed papers that do not curl  
Remember the name →

# JONES

*Established 1811*

SAMUEL JONES & CO.

stands for "standard." Specify "Jones" when ordering gummed paper of your dealer.

*Newark, N. J.*



**What do you look for** when you buy thin paper for Invoice Blanks and other printed Manifold Forms, Lists, Reports and for Copies of Letters, Records, etc?

Is it Quality, Economy or Service?

*You will find them all*

**High Quality, True Economy  
and Great Service, in**

**ESLEEK'S THIN PAPERS**

Sold by leading jobbers.

*Ask Dept. B for Samples*

**Esleek Mfg. Company**  
TURNERS FALLS, MASS.

"Checks are  
money"



**Are you losing  
by default?**

Do you know a bank that doesn't use protected paper for its checks? Why don't you go after its business?

Some day it will be a rare bank that hasn't followed the example of 80% of the banks and trust companies of New York City and supplied its depositors with checks on National Safety Paper. Go after the slow banks!

*Send for samples of National  
Safety Paper.*

**George LaMonte & Son**  
Founded 1871  
61 Broadway, New York City

## Convincing Evidence

You have read this issue and are certainly convinced now that you should become a regular subscriber for the Leading Trade Journal of the Printing and Allied Industries.

**SIGN THE ORDER FORM  
AND MAIL IT TO-DAY** →

## THE INLAND PRINTER

632 Sherman St., CHICAGO Date.....

Please send THE INLAND PRINTER to the address given below for.....months, beginning.....1917, for which remittance will be forwarded on receipt of bill.

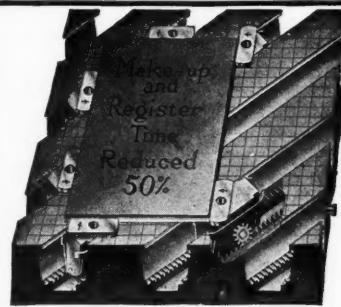
Name.....

Address..... City..... State.....

Occupation.....

### SUBSCRIPTION RATES

\$3.00 per year, \$1.50 six months, \$1.00 four months; foreign, \$3.85; Canada, \$3.50.



Warnock Diagonal Block

552 S. Clark Street  
CHICAGO

THE PRINTING MACHINERY CO.  
Main Office and Factory: Third and Lock Streets, CINCINNATI, OHIO

461 Eighth Avenue  
NEW YORK

## PATENT BASES The WARNOCK and Sterling Systems

A combination that offers 100% efficiency in make-up of forms and register of plates. Speed, Flexibility, Durability, Economy.

**WARNOCK DIAGONAL BLOCK AND REGISTER HOOK SYSTEM.** Fastest and most accurate plate-mounting device known to the trade. One-third the weight of steel and more durable.

**Sterling Aluminum Expansion Book Block System  
Sterling Aluminum Sectional Flat Top System**

SEND FOR ILLUSTRATED LITERATURE AND FULL INFORMATION

## The Monitor System

of automatic machine control secures maximum production from motor-driven printing machinery to which it is applied. Requires the least possible adjustment to meet wide ranges of speed variation—and once adjusted takes none of the operator's time—his entire efforts can be devoted to production.

## "Just Press a Button"

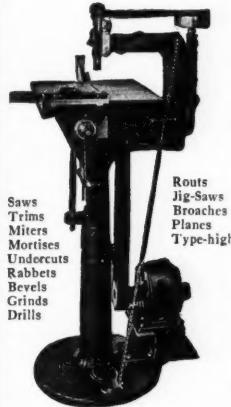
Let us tell you all about this Original System and the possibilities of its application to your requirements.

## Monitor Controller Company

BALTIMORE, MD.

New York Chicago Boston Philadelphia

## The One Machine that Saws and Trims in One Operation



Saws  
Trims  
Miter  
Mortises  
Undercuts  
Rabbets  
Bevels  
Grinds  
Drills

Routs  
Jig-Saws  
Broaches  
Planes  
Type-high

You may prefer to chop slugs with lead cutters, buzz them off rough on a stereotyper's saw, or rough saw and then trim as a secondary operation on a make-shift saw, but when you want to cut slugs for profit—why,

**You will buy  
The Miller  
Saw-Trimmer**

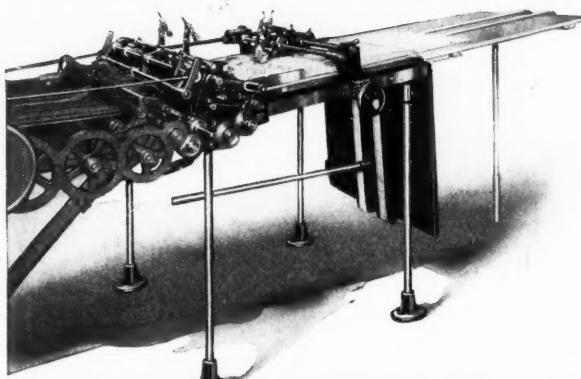
There's a heap of difference in getting by, and getting by with a profit. A Miller Saw costs a little more money at the buying point—but it saves a big bundle of money at the profit point.

### Miller Saw-Trimmer Company

Main Office and Factory: Point Building  
Pittsburgh, Pa.

New York

Chicago



THE MCCAIN FEEDER ATTACHED TO FOLDING MACHINE  
CAN BE LOADED WHILE IN OPERATION

## THE MCCAIN Automatic Continuous Feeder

A Mechanical Feeder That Makes Possible  
6,000 Sheets Per Hour

Designed especially for Hall, Anderson, Dexter, Brown and Cleveland High-Speed Folding Machines; also Ruling Machines. It is quickly adjustable from largest to smallest sheet.

Does the opportunity for greater production herein offered interest and concern YOU? For your own profit and satisfaction, then, send for further particulars, prices, etc.

**MCCAIN BROS. MANUFACTURING CO.**

629-633 Kolmar Avenue, Chicago

# Don't wait until a customer sends for you



He might send for some other printer, for if he wants something he generally wants it quick and he calls in the first printer he thinks of.

Then again, waiting for such work often means idle pressmen and yawning presses, heavy overhead charges and reduced profits for you.

Get after your customer, and keep after him.

## Study his business

Don't merely walk into his office and ask him if he "wants some printing today."

Any printer could do that.

Study his business thoroughly. Find out what kind of printed forms he uses. See whether he uses all that he could use. See whether you can suggest improvements in his old printed forms or brand new forms that will save him time and money.



# HAMMERMILL BOND

"The Utility Business Paper"

# Sell him an idea that will help his business

Then go to your customer and say, "Here, Mr. Fletcher, is an idea that is going to save you money and help your business."

You are now selling him the *service* printing can render.

His attitude toward you will be entirely different; you are a thousand times more likely to make your sale and you will certainly establish yourself in his estimation as a printer with real ideas.



## Here's how we can help you



We have prepared a series of thirty portfolios, each one of which tells how a certain kind of commercial organization can speed up its printing and standardize its office forms.

Every one is chuck-full of ideas that you can sell.

Get a complete set of these Hammermill Portfolios—write today—they are entirely free to you.

### *The Four Standard Hammermill Lines*

HAMMERMILL  
BOND

HAMMERMILL  
SAFETY

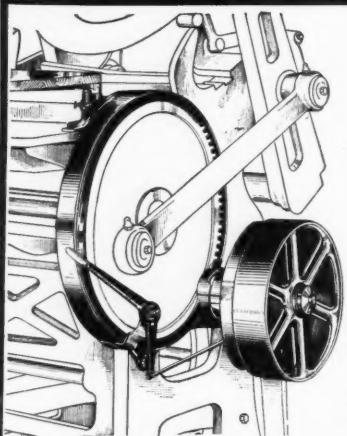
HAMMERMILL  
LEDGER

HAMMERMILL  
COVER

Hammermill Paper Company - - Erie, Pa.

# HAMMERMILL BOND

"The Utility Business Paper"



WISE  
WORDS  
TO  
THE  
WISE  
PRINTERS

A Machine Expressing  
the Spirit of  
**EFFICIENCY**

## THE HORTON Variable Speed Pulley and Guard

Combine effort with mechanical genius and obtain better results.

In every city hundreds of HORTONS are regularly used. It is exceptionally practical. Investigate at once. YOUR PROFIT—OURS TOO.

**IT FITS THE SPEED FOR EVERY NEED**

MADE ONLY BY  
**THE HORTON MANUFACTURING COMPANY**  
MINNEAPOLIS, MINN.

*Charles Hellmuth*  
Inc.

PRINTING AND LITHOGRAPHIC

## INKS

DRY COLORS, VARNISHES

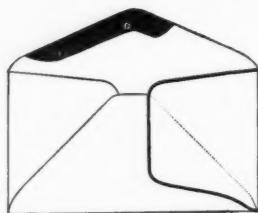
WORLD'S STANDARD 3 AND 4 COLOR  
PROCESS INKS

## SPECIAL OFFSET INKS

NEW YORK: 154-6-8 West Eighteenth Street

CHICAGO: 536-8 South Clark Street

## “Penny Savers” Now Save Two Pennies



GET BUSY and be the first to point out to your trade the double postage saving gained by the “penny saver” type of envelopes.

It carries its contents as safely as if sealed, yet costs two cents less to mail—\$200 saved on a 10,000 mailing. Its certain popularity will result in good printing orders for you if you will only take the trouble to reach for them.

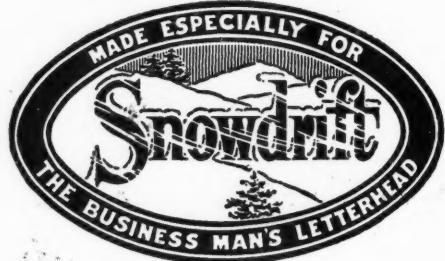
Penny Savers, made with special large, square-end flap for tucking in, are kept in stock in sizes 6 1/4 and 10. Other sizes made penny saver at short notice.

Write for samples and suggestions.



**Western States  
Envelope Co.**  
Dept. N. Milwaukee

Look for the "W"  
Notched Under Flap  
*Makers of Guaranteed "Sure-Slick"  
Envelopes for Printers and Lithographers.*



## Attention-Getting

There's an air of distinction about Snowdrift Paper that draws the second look, the careful examination every time.

Snowdrift is such a dazzling white that it stands out automatically from all other “white” sheets around it, making them appear deeply tinted in contrast.

Its texture is “different,” soft and satiny but firm. This fine surface is splendid for printing. Almost no make-ready is necessary; there is no offsetting; it takes clean, brilliant impressions even from worn and uneven type.

Moderate in price, Snowdrift has all the qualities that appeal to business men of good taste, sound judgment and dignity.

Your customers will like Snowdrift. Send at once for handsome sample portfolio, and prices.

**Mountain Mill Paper Company**  
Lee, Berkshire County, Massachusetts

# Important

PRINTERS AND  
LITHOGRAPHERS

## Order Your Inks Early

Freight and express shipments are congested and are likely to remain so for some time to come.

### Take time by the forelock.

Anticipate your needs in advance, or, if you can not do that to the fullest extent, order in every instance as early as possible.

This will save you trouble—perhaps money—for an ink shipment astray at the last moment could prove a vexing problem indeed.

## At Our End of the Line There will be no Delays!

We watch the matter of prompt  
shipment as closely as we do  
the making of our superior inks.

Perhaps this represents another good reason for using inks made by the

## Sinclair & Valentine Co.

*Makers of*

Pulp and Dry Colors, Varnishes and  
Dryers for all Printing Purposes

MAIN OFFICE, 611 WEST 129TH STREET, NEW YORK

### SERVICE BRANCHES

PHILADELPHIA BALTIMORE ST. LOUIS BOSTON  
CLEVELAND CHICAGO NEW ORLEANS TORONTO  
WINNIPEG MONTREAL

## A Few Fragments

### That Give an Insight Into Meyer-Rotier Printing Service

*"Assists us in rendering prompt  
and efficient service—a real asset  
to any business house."*

*"—performs its part in making  
the plant efficient—"*

*"—helps to increase the produc-  
tion—"*

*"—inestimable value to the office  
force—"*

*"—is of equal value to heads  
of departments throughout the  
factory—"*

*"—We consider the Autocall al-  
most indispensable."*

*"—pleased to have you refer to  
us at any time."*

H. W. J. MEYER, President  
The Meyer-Rotier Printing Co.,  
Milwaukee, Wis.

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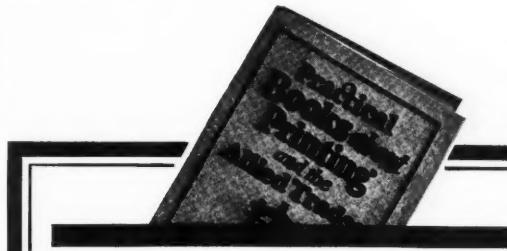
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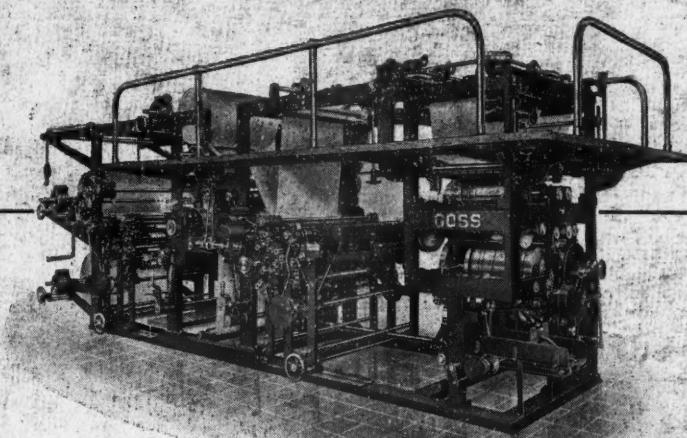
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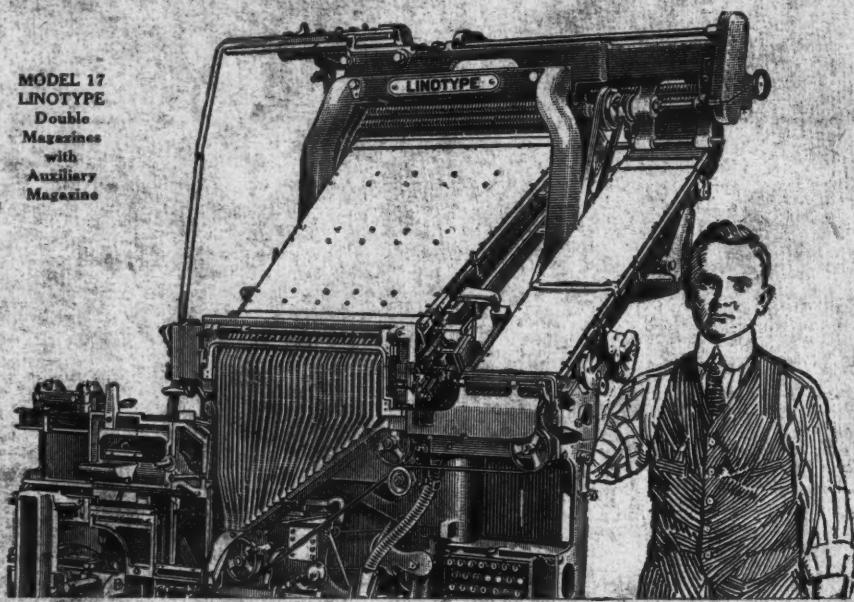
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